N E C F ocuses on Indian SME Market with SL1000

Launches IP-enabled communication solutions for SMEs in India

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As part of its commitment to the small and medium enterprise (SME) market in India, NEC India, a leading IT and networking solutions provider, launched a new IP-enabled Communication Server (CS) SL1000, in India. With this solution specially designed for SMEs, NEC aims to increase its presence in the Indian telecommunication business market share of 30% by end of 2011.

The SL1000 is an intelligent cost-effective telecommunication system, which packs affordability, efficiency and IP-telephony all into one system. This cutting edge solution caters to the communication needs of SMEs, small offices and home offices (SOHOs).

Speaking at the launch event, Taichiro Hashizume, Vice President & Senior General Manager, NEC India said, “As the leading players in the Unified Communications space* globally and has customers in more than 80 countries, India as a market is of strategic importance to NEC. It is one of our fastest growing markets today and we are committed to addressing the needs of Indian customers. The SME sector is a lucrative market segment, and with SL1000 we aim to strengthen our focus on this vertical.”

As part of NEC’s global strategy to grow its capabilities and technologies worldwide, the launch of SL1000 is an endeavor to bring the best-of-breed and proven integrated telecommunication solutions to India. Hashizume further added, “Technological innovation is the key to the success of the solution and we can explore to upgrade their capabilities in order to stay ahead of competition. The SL1000 is designed to offer a cost-effective and ecological communication solution with enhanced security features and scalability for future expansion or business needs.”

Ravinder Rains, Country Head, Private Network Solutions, NEC India said, “Our products and solutions conform to the highest international quality standards and are known for their outstanding reliability, durability and technical superiority. SL1000 is a key pillar of our SME strategy and will enhance our private network solutions portfolio.”

NEC is also looking to partner with prominent telecom service providers who can help the company to reach its customers with a bundled offering. NEC India has strategic partnerships with Ehray Technologies (India) Pvt Ltd for customers in the hospitality & entertainment sector, with ITDE Ltd for Government & Enterprise customers, and Arvind Ltd - Telecom division (Syntel) to reach customers in the SME segment through their dealer network.

The company also has a partnership with ACC Networks Ltd (formerly known as Awaysa Global Connect) as a National Distributor for its Private Network Solutions.

NEC has an established presence in India and a strong foothold in verticals such as education, hospitality, healthcare, enterprize, public safety and other government programs through its suite of products and solutions, comprising of multimedia display, unified communications, retail and security solutions.

SL1000 benefits

Ecology - SL1000 consumes less power than most legacy systems. It consumes approximately 25% less power than most previous models and reduces the cost of ownership by minimizing the office space needed. The SL1000 allows automatic standby mode during the office closing hours, thus saving energy when it is not in use.

Affordability - The all-in-one SL1000 provides hybrid ports that integrate key telephones, single line telephones and digital devices. It also provides pre-programmed settings, and comes with rich built-in functions that improve the employees’ communication environment, lowering the total cost of ownership. It also has a scalable architecture, from a minimal configuration to upgrades and extensions to a maximum of 126 trunk ports or 128 extensions ports.

Efficiency - Increase efficiency by mapping into the system’s built-in features such as Conference, Automated Attendant, Call Forwarding and much more for a productive office communication atmosphere.

IP Telephony - In line with global trends towards VoIP (Voice over Internet Protocol), SL1000 is IP-enabled, and provides 24 x 7 Key-Permanent, having the same usage as a digital key telephone in the office and also enlists its benefits.

SL1000 - the differentiating factors

Unified Messaging SL1000 has a unique Voice Response System (VRS), which provides various voice facilities to users, such as Setting up Voicebox, Announcement, Greetings, and others to increase productivity. SL1000 has a powerful Voice Mail solution to eliminate any lost messages, with a choice of either 15 hours or 40 hours recording time.

Mobility - the key to the success among increasing business needs. A Mobile GSM phone can be designated as a common extension when users are away from the desk/office, reducing the chances of missing important calls.

Office/Home Guard - The SL1000 with its built-in Alarm Sensor Support when connected to a 3rd Party Presence and Intrusion Detection (PID) system, offers additional security protection, and warns of intruders when there is a forced break-in, and allows for protection against vandalism. A pre-recorded warning message can be played to deter potentialarez.

Auto Warning Message - Use the telephone as a tool for reminders. Messages or conversations can be recorded and played back automatically on a periodic schedule over the key telephone’s built-in speaker to simulate human presence in the surroundings for added security.