

*astTECS: Cost Effective Telephony Solutions

Adoption of IP PBX is increasing tremendously and the market is likely to witness a magnificent growth. This is mainly driven by high internet penetration, LTE deployments, video conferencing capabilities, increased number of smart phones and cutting edge applications. An increased adoption of VoIP among SMBs is expected. Also, there is a greater demand of collaboration and the ability to integrate different devices with enterprise IT applications, without a huge outlay of capital. Such a scenario calls for constant innovation in communication technology as the need of the hour. Believing and following the same is Bangalore based *astTECS, a telecom centric enterprise which provides unified communication solution and enterprise mobility products based on open source Asterisk technology.

*astTECS as a brand was founded in 2010 when the usage of Open Source was restricted to few small call centres. The company identified the need for a reliable supplier with guaranteed support in the market and ventured with clearly defined products, manufactured by ISO 9001 certified processes, and guaranteed 24x7 support infrastructures. "Innovations in communication technology have been our focus and this is enabling us to deliver innovative, high-impact solutions that helps organizations reduce costs, simplify operations and increase business

agility. Our solutions enable enterprises to increase efficiencies, improve performance and build competitive advantage - backed by a rapid Return on Investment and low total cost of ownership", says Dr. Devasia Kurian, Managing Director, *astTECS.

A Telecom Centric Enterprise

The telephony journey of *astTECS began with IP PBX as the company believes the benefits of convergence of data and IP can be truly extracted by an IP PBX, which has an IP core. Communicating the fact through their tagline, *astTECS has over the years expanded their product offerings to cover the entire range of enterprise telecommunication products, based on Asterisk. At the moment, the company has a unique and compelling telephony range that includes IP PBX, Call Centre Dialer, Video Conferencing solution, IVR, Voice Logger, Mini IP PBX, GSM Gateway and is the largest brand in this segment.

With feature rich, extremely versatile, flexible, customizable & scalable asterisk solutions, *astTECS render helping hands to organizations especially the SMEs to remove complexities, reduce time to deploy and establish communications strategy aligned with their business priorities. They aim to offer superior

Global Presence

Asia – Myanmar, Philippines, Srilanka, Cambodia
Middle East – UAE, Saudi Arabia, Bahrain, Kuwait, Qatar
Africa – Botswana, Ghana, Zimbabwe, Nigeria, South Africa, Rawanda, Ivory Coast, Kenya, Uganda
North America - US – Illinois, Missouri
Europe – Germany
Oceania – Fiji, Palau

Awards & Accolades

*astTECS was awarded Red Herring's Top 100 Global award for innovative use of technology for the emerging markets. We have been recognised as Top 20 most promising Open Source Solution and service provider. Also adjudged as Top 10 Made in India Brands by a leading media house.

communication experiences that maximize efficiencies & productivity, at the same time control costs.

Speaking on the innovation side, Dr. Devasia utters, "With the changing market dynamics and technology requirements, we are consistently innovating. We have recently announced a wide range of solutions for specific verticals like; Education, Hospitality, Real Estate and Hospitals and also launched Mobile PBX, SOHO PBX, advanced video conferencing solution and a wide range of telecom solutions for, utility services, e-commerce and so on." To further strengthen its portfolio, *astTECS plans to invest in R&D to address specific verticals. We are exploring to transform the PBX to a work force monitoring and optimisation tool by integrating various technologies like mobile, AI, Machine Learning, IoT etc.

*astTECS as a Brand

A cost effective telephony solutions, *astTECS' goal is to popularize Asterisk and establish Asterisk Open

Source Telephony solution from a niche product to a mass product. The company invests significantly to develop affordable communication solutions and leaves no stone unturned to ensure that the communications needs are effective, constantly evolving and most importantly scalable with quick RoI.



"We have been successful in establishing *astTECS brand and continue to strengthen the brand equity. We are scaling up our operations through partners across enterprises, SMBs and mid-market segments. We have successfully

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managed to deliver consistent results and remained competitive and committed to improve revenues", says Devasia.

As a well known Open Source Telephony brand with 150 members strong team, that experiences a shared sense of celebration in their daily work and display passion to solve customer needs, *astTECS promotes healthy work-life balance and offer amazing opportunities to work with unique technology areas.

Team *astTECS believes that the telephony market of future is going to be dominated by Open Source companies and Asterisk platform will power the future communication systems. Other from this, the reduced costs of hardware and software along with upcoming demands from developed markets will push large scale deployments. "We would

continue to innovate and help organizations simplify their communication experience, strengthen product functionalities that enjoy better acceptance and expand in strategic markets", he concludes.

Key Management:

Dr. Devasia Kurian, Managing Director

Dr. Devasia is from a hard core technical background and has got vast work experience in German and Indian software industries. His entrepreneurial acumen were proved in the task of setting up a marketing/development subsidiary for Teles, a 100 million Euro Telecom company in Germany and managed revenue units upto 15 million Euros.

Offices

India – Mumbai, Ahmedabad, Delhi, Hyderabad, Kolkata, Chennai, Cochin, Coimbatore, Goa, Nagpur, Ahmedabad, Jaipur and others



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Everyone is looking for that sweet spot where an unfilled need or desire leaves consumers primed to buy as soon as a good option presents itself. But identifying your niche isn't enough. So often in life, going against the grain has a negative connotation to it. Thoughts like "What if I fail?" or "That's not what our competition is doing" can deter companies from venturing outside of their 'that's-what-we've-always-done' comfort zone. But being different is vital for value growth as it helps to make brands creative, in control, and trustworthy in the eyes of consumers. A strong brand can create referrals or viral traffic because people love to tell others about the brands they like. People eat, listen and wear brands, and they are constantly telling others about the ones they love. In fact, 84 percent of consumers have said that they 'always or sometimes' take action based on personal recommendations.

In a nutshell, a brand is the way in which your customer perceives you. This includes everything they think they know about your brand- both factual info,

such as the bright yellow packaging, and emotional info, for example, it's luxurious. A good brand won't manifest overnight, it is a result of a meticulous planning and development, which is why, companies, mostly start-ups and small businesses employ diverse marketing strategies to add value to business, well beyond physical assets.

For 2016's 'Brand of the Year' issue, we have listed those organizations that have mastered the art of branding and proved their brand value to the world. Scrutinized by a distinguished panel of industry's topmost CEOs, CIOs, VCs and analysts, as well as siliconindia's editorial board, most of the organizations we have chosen here are the ruler of their realms that need no introduction. Besides such resilient brands that withstood the test of time with a successful track record, we have also included the rising brands that have enthralled their target customers' minds by blazing a trail for their industry to follow them. We hope that this will educate aspiring business magnates to choose the right path and consumers about the right brand to rely on.



Company:

*astTECS

Description:

India's fastest growing Open Source Telephony brand and one stop shop for enterprise solutions – IP PBX, Call Center Dialer, Video Conference Systems, IVR Solutions

Key Person:

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MD

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asttecs.com