



Mapping Potential Customers for Data Networks and (UC) Solutions among specific sectors

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The name synonymous with 'Enterprise Voice Solutions' in the Indian market, 'Siemens', when intended to take its innovative UC (Unified Communications) solutions to its customers, awarded this prestigious project to BSBS student researchers. A variety of sectors across the industry was allocated among the researchers' groups viz. Project/ Architectural Consultants, Medical/ Healthcare, Hospitality and IT firms for a structured interview with the purpose of capturing the current services being used for their voice as well and data needs.

Who are the competitors in the enterprise communications space? Where does Cisco stand as against SEN in Voice and Data space? Who is Alcatel and Avaya in this industry? How does an enterprise communication work? What is in store for Management Graduates in these companies?