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FUTURE NETWINGS

Director : Jaideep Chakrabarti

★ ChannelWorld Premier100 Winner

“ Our decision to expand our footprint paid off as we got good business from places like Raipur, Bhubaneshwar. We also invested consistently on training and R&D of new technologies.

Future Netwings, a system integrators company based in Kolkata, weighed their options and decided that the best way out of the downturn was to fight it aggressively. It was not about making adjustments or rearranging priorities but expanding on a large scale and give it all they had.

Jaideep Chakrabarti, Director, Future Netwings says, " Due to the recession, many of our competitors went into the cautious zone. Other companies of our size either went out of business, or implemented a headcount freeze.

We decided to cash on these weaknesses of our competition, thus tripling our marketing team. We also established offices in Mumbai, Delhi, Bangalore and Raipur alongside setting up our 24X7 NOC in Kolkata and implementing a new CRM."

The initial months were a mixed bag for the company as they tried to find a balance between spending and revenue generated. While several new accounts came to them because of the new recruits, coming from different work cultures, orientation took time, resulting in losses in the initial months.

"Our decision to expand our footprint also paid off as upcountry territories like Raipur, Bhubaneshwar gave us good business. "We also vowed to keep a tight check on quality of support and recruited heavily on the service support front. When most service organizations had weakened support, the customer's experience with our team helped to bring in repeat customers. We also invested consistently on training and R&D of new technologies enabling us to sell new solutions in the wireless, security and virtualization space, says Chakrabarti.

This complete makeover has worked in favor of Future Netwings as clients who mostly worked with larger organizations have started looking at them as an option as well and because of the large sales force now at hand, their future forecasts show the curve only edging upwards.

Winners 2010

Select Company...

FUTURE NETWINGS

Revenue 2009-10 Rs 18 Crore

Founded 1997

EXECUTIVES

Jaideep Chakrabarti Director

Kunal Dutta AGM

Sudipta Pal Head-Support

KEY PRINCIPLES

Cisco

CommScope

Tyco

KEY TECHNOLOGIES

Datacenter Solutions

Networking

Security

Storage

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