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T&M market growth is not in doubt but still there are challenges. Key challenges of this market are price sensitivity of consumers for buying T&M equipment. Customers are very price conscious and tend to purchase low-priced T&M equipment at the expense of quality and added feature. Cost of quality is still very high in case of T&M equipment. However, leading manufacturers of T&M equipment in the world have been striving to bring in high quality products at a very competitive price. This has been possible due to increased R&D investment, which has resulted in technological innovations.

Technological innovations through continuous R&D have also resulted in renewed customer confidence in the quality products and helped these manufacturers to remain leader in the market.

This means right T&M architecture of hardware and services. A lot of public delivery services and monitoring networks have to use T&M.

“Actually, all these digital network solutions use the intersection of IT, T&M and communication devices, and the network platforms. It is critical to incorporate the T&M professionals ahead of conceptualization and end-user proposal, which means integrated and strategic thinking on the part of solution architect and system implementers,” says Vishnu Goel, a T&M professional and expert, with over three decades experience at Hewlett Packard, Agilent, and Acterna.

Market Dynamics

The global communication T&M market is estimated to grow from USD 4.28 billion in 2015 to USD 6.69 billion by 2020, at an estimated compound annual growth rate (CAGR) of 9.3 percent from 2015 to 2020, according to a recent MarketsandMarkets research report.

Demand for faster and reliable communication devices and networks. Augmented smart phone adoption, high mobility, and explosive mobile data traffic growth have sparked a revolution in the wireless communication sector. The rapid change in network circulation from voice to integrated voice, video, and data is encouraging the need for solutions to test performance, capacity, and network management for data traffic. Various cellular technologies from 2G to 4G – GSM/GPRS/EGPRS, TD-SCDMA/HSPA, CDMA2000, LTE

In a country like India where telecom user base is quite large and still increasing at a good pace use of T&M equipment will see positive growth in the years to come. T&M equipment manufacturers would not like to lag behind in such a scenario. They understand the opportunities which Indian T&M equipment market provides them and at the same time they are aware of the threats from cheaper products being pushed in the Indian market. They have taken this challenge of Indian market head on and continuously worked to push through the market their product which are price comparable and still provide improved and added features. This race into the time has seen introduction of new models of T&M equipment more than once in a year from these manufactures. Their entire technological innovations are based on the features of Indian market where workforce is not highly skilled and use of the equipment is also in a rough environment. With so much of agility on the part of these manufacturers they will continue to rule the market in the years to come.

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