Mcube
growing strong

Infofriend spoke with Sundeep Misra, Co-Founder & Technology Advisor, VMC Technologies on the growth of call management solutions market in India.

Technologies on the growth of call management solutions market in India. How is the growing call traffic data going to impact the big data market in India?

As organizations collect voice call data to 'analyze' and 'to act' for lead, support management the impact on Big Data market is likely to be significant to say the least.

How has the market response been to Mcube cloud based telephony solutions?

It's been fabulous, really. We have acquired close to 2000+ customers within 2 years of the launch of our solutions in select markets across India. Ours is an annual subscription business. We have tremendous opportunities for upselling either more virtual numbers or our newest offerings to the same customer and improve ARPUs multifold within the same year. And we carry the same customer over to the next year provided, of course, we have kept high customer satisfaction levels throughout the service period.

What makes MCube stand out among the other call management solutions?

MCube is much more than just a telephony solution like what most of our competitors have. MCube is a robust telephony integrated applications platform that delivers affordable business automation solutions to SME/MSMEs and helps level the playing field for them against much larger and technology enabled enterprises. Our customers buy MCube for its Intuitive Administration, Customizable Reporting, Robust Call Distribution and Telephony Integrated Applications.

MCube, we believe, is doing for sales & marketing department what Tally did to accounting, decades ago.

Please share with us the growth span of Mcube over the past year and the future prospect.

We are growing and fast. Our growth is presently driven by new sales offices, upsell opportunities and referral business. We are at an inflection point expect to significantly expand our market coverage, multiplying our customer base and revenues as we go along. I must add that of all the major players in the market today we are the only one that is entirely self funded. Plus we are cash positive and profitable to boot.

What is Mcube's strategy to entrench into the B and C class cities in India?

Tier 2 and Tier 3 class cities are where the action is. But we will use the partner network to cultivate these geographies.

What are the key potential segments for Mcube solutions?

For us every SME/MSME is a customer.

Having said that Real Estate vertical is our main focus presently as they pay top dollar for robust telephony and telephony integrated automation solutions that help manage their incoming calls, sales pipelines and support tickets in real time. In addition, we also target Auto, Education, Retail, Government, Social Service sectors

Elaborate on the marketing strategy and VMC Technologies engagement with channel partners.

In India, it is said that approx 10 million SME/MSMEs are technology ready. Yet, we believe, many have still not fully grasped the immense advantages of deploying cloud based telephony and telephony integrated automation solutions in their businesses. We intend to reach out and educate them and bring them into our fold either directly or through our partners.

What is your message to the channel partners?

This is a US$ 1 Billion market annually and how come they are not yet a part of it. Entirely cloud based, MCube solutions requires no onsite hardware or software deployment. All the partners have to do is to reach out to their base of active customers initially and rake in strong profits both in the short and long term. And they can use MCube to enter newer market segments and customer sites.