

Vikas Arora

Vice-President, Marketing, Enterprise Solutions, GTL

It's not often that successful fathers are in danger of being upstaged by their toddler children but Vikas Arora, vice-president, marketing, enterprise solutions with GTL, has competition from his six-year-old son, a "professional" model who has been featured in advertisements for well-known companies such as ICICI Prudential, Airtel, Dhara and AquaGuard.

Arora, though, is quite happy to be behind the screen. His responsibilities include enterprise solutions positioning, identifying potential markets where GTL could increase market share, introduction and positioning of new services, market research, and product management. He also has to prepare solution frameworks that help customers in adopting best practices in their verticals, provide sales support, and brand building.

In terms of challenges, Arora says: "The single biggest challenge before me is to position integrated solutions that include our various service offerings like project management, ICT operations and customised solutions to enterprises." Other challenges include continuous enhancement of

existing offerings, launching new service offerings to help customers have more options and increasing GTL's percentage of revenue spent on ICT infrastructure.

"My most memorable assignment has been the product management of GTL's IDC and VPN services. The role was given when the market was at a nascent stage, and it was a real challenge to grow the market and GTL's share. Our services were well accepted as we continuously learnt by sitting along with the customers, upgrading the offerings and packaging the core offerings with different value-added services, often beating the competition," he recalls.

Arora has had a rich and varied career, starting in sales where he covered remote locations in India. He went on to strategic accounts, product management, profit centre management, and finally to marketing. He says that each of his assignments has helped him learn the nuances of strategic sales, insights into customer mapping, understanding the buyer's perspective and organisational requirements, and therefore designing products and solutions that meet the customer's requirements.

"Earlier in GTL, we were always required to ensure that customers get the best out of their investment through our offerings. This approach has helped GTL develop strong long-lasting relationships with our customers. I have passionately implemented this learning and, as a direct gain, have been able to get into personal relationships with many of our customers," says Arora. ▲

