

# DRIVING INNOVATION IN COMMUNICATION: OM KATARA ON SYNFOCOM SYSTEMS LLP'S VISION FOR THE BROADCAST AND CABLE ECOSYSTEM

*Synfocom Systems LLP is an IT and technology-driven organization specializing in providing comprehensive communication solutions and services. They are focused on delivering integrated communication systems for enterprises, broadcasters, and service providers.*

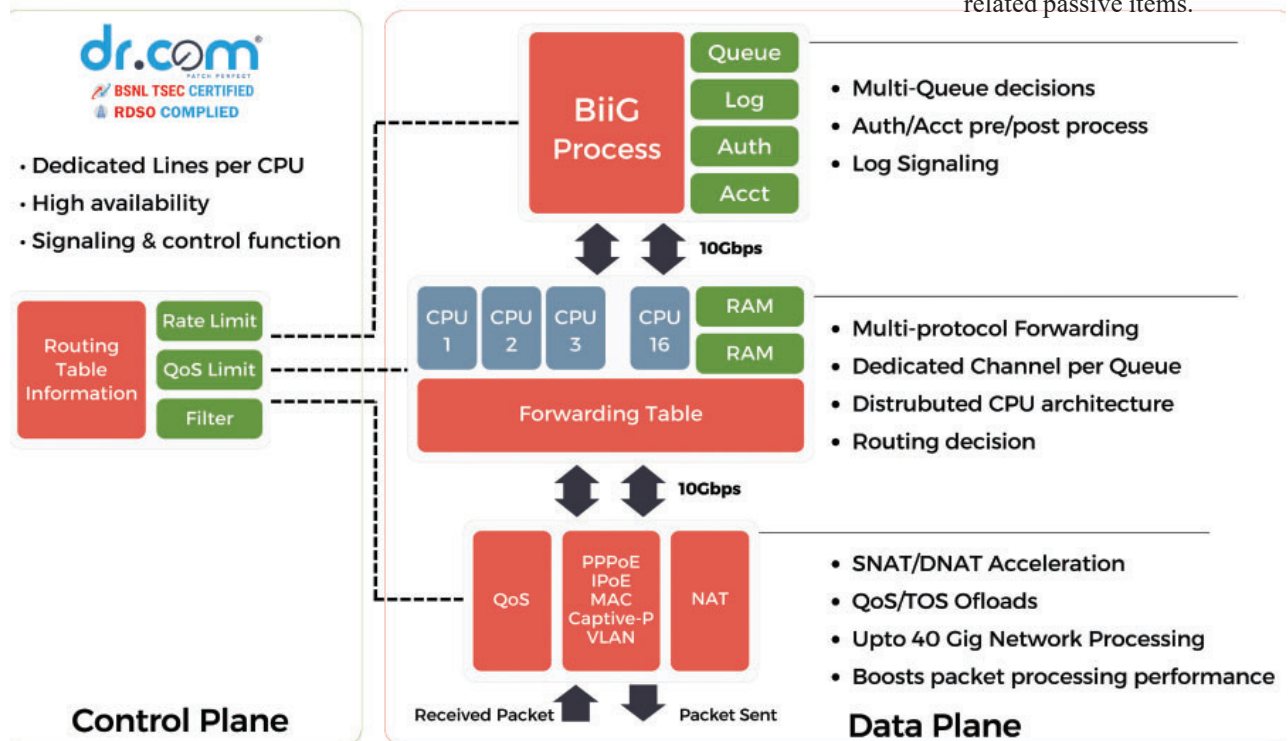
*Om Katara, Director at Synfocom Systems LLP shares his insights on the emerging markets and strategy ahead in an exclusive interview with Satellite & Cable TV Magazine.*



Can you provide an overview of Synfocom Systems and its key offerings?

Synfocom Systems LLP, headquartered in Mumbai, is an IT distribution firm with a strength of 100+ proud patrons and an ARR of 350 CR. Synfocom Systems has the following key offerings across segments:

- ◆ **Wireless and WiFi:** Access Points WiFi 6.
- ◆ **Security:** Smart Security Cameras.
- ◆ **Manufacturing:** OFC and related passive items.



- ◆ **Software:** SD-WAN and security surveillance software.
- ◆ **Distribution:** IT and networking gear through branches and channel partners.
- ◆ **Online Platform:** B2B Business Portal linking buyers and OEM authorized vendors.

**How has Synfocom positioned itself in the rapidly evolving technology space, especially with the rise of AI, cloud, and IoT?**

Our industry has indirectly been impacted positively by the advent of AI.

Decades-old deployed solutions are found redundant, and the need for upgrading is severely felt in the hardware space and across latent software and security solutions.

**Hardware Space:**

- a) Cost-effective WiFi APs outdoors and indoors with sophisticated software solutions coupled with state-of-the-art features across WiFi 6 and security parameters.
- b) Expanding into Copper Solutions with Cat6 and Cat7 manufacturing capabilities. Material medium for the deployment of IoT and cloud is incomplete without optical Fibre, copper, and WiFi 6, and we have solid manufacturing might across this "holy trinity."

**Software Solutions:**

- a) SD-WAN and CCTV: SD-WAN (Software-Defined Wide Area Network) is a technology that simplifies the management and operation of a WAN by decoupling the networking hardware from its control mechanism.
- b) [www.synfo.shop](http://www.synfo.shop): Platform connecting industry buyers with

OEM-approved sellers, thereby creating an ecosystem that benefits all!

**What sets Synfocom apart from other technology companies in terms of innovation and customer service? What strategic initiatives has Synfocom implemented recently to stay ahead of industry trends?**

It's safe to say that we are the only company in the field of networking space that has distribution at its core, is aced in manufacturing across passive products, has a budding eponymous brand in DRCom, has a cutting-edge SD-WAN offering, has a strong online distribution presence and has its very own B2B mobile app.

This helps grapple a strong grip on the entire value chain of the industries we serve and cater to clients ranging from Telco to Infra, LCOs to MSOs, FTTx to Corporate & Enterprise to PSUs.

**How does Synfocom approach R&D to ensure that it stays on the cutting edge of technology?**

Since manufacturing OFC is the core business and telecom

clients, infrastructural providers and government agencies are the primary buyers; working closely with them and delivering on customizations are the personal philosophy of the Quality team and other departments.

R&D for us is staying ahead of the curve and no stone is left unturned in this endeavour, whether it is attaining standardized infrastructure, keeping up with SOPs as per the industry standards, and unapologetically publishing about trial-and-error routes in reaching.

**What do you see as the next big trend in the technology sector, and how is Synfocom preparing for it?**

Every software application will somehow have AI as its fulcrum to achieve conservation, efficiency, and convenience, which will have a direct influence on hardware deployment.

So 'adoption and mass implementation of AI' is the next big thing that we are gearing up for across our manufacturing facilities by upgrading equipment and the tuning process, adding and updating AI-powered features in Dr.BiiG solutions. ■

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**Colouring Codes**  
Fibres are coloured as per the requirement of the customers. Colours are blue, black, aqua as per Munsell colours standards.



**Buffering Line**  
The individually coloured fibres are buffered into loose tubes according to the cable design



**Stranding**  
The core is wrapped by a non hygroscopic polyester tape which acts as a moisture barrier.



**Sheathing or Jacketing**  
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