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Galaxy Office Automation

Anoop Pai Dhungat

'The uniform problem automakers face is to get customer data before sales happen'

Galaxy Office Automation, which is looking forward to partnerships with manufacturing companies for security solutions, expects a steady growth in its automotive sector unit. Currently, the unit adds 30-35 percent of the company's total sales.

Pooja Chatterjee | ETAuto | December 30, 2016, 20:03 IST

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NOIDA: According to [information technology \(IT\)](#) solutions provider [Galaxy Office Automation](#), the uniform problem which automakers face is to get customer and dealer data even before the sales happen.

[Anoop Pai Dhungat](#), CMD, Galaxy Office Automation, said, “Before buying any vehicle, customers visit different dealers for inquiries.

Automakers want this data of who

visits who to make sure the customer comes again for buying purpose.”

“This is one uniform problem we hear from automakers. Galaxy is working on different technological solutions to make this data available to the manufacturers in a simple classified manner.”


Apart from this, the IT company is also developing an aftermarket solution which will help in making vehicle buying process a delightful experience, eventually leading to customer retention.

It is a digital catalogue, unlike the regular paper catalogues present at automobile dealerships, which OEMs and aftermarket spare parts suppliers can use to provide interactive customer experience for their products. With the help of a digital catalogue, customers can get a 360 degree view of the vehicles.


Galaxy hopes to launch the product by December 2017, and has invested around Rs 75 lakh.


Dhungat said this product is likely to be pitched to companies like Mahindra & Mahindra, Tata Motors, Bosch, Wabco, etc.


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“The IT company is also developing an aftermarket solution which will help in making vehicle buying process a delightful experience, eventually leading to customer retention.”

Dhungat, he replied, “We are not into building cars. There is a big opportunity there, but main point is security. So, we would be happy in playing a big role in providing mobility and security solutions to the manufacturers.”

Galaxy is already having a solution for car management with Airwatch, a brand of VMware, where it gathers and offers different data on time and can be diagnosed remotely.

What has further helped the company in growing in automotive segment is technology penetration. “Till five years ago, our conversation was mostly with IT heads, CTO, CFO etc. Since automation has also come to the shop floor, we are now talking to everyone starting from production heads to managers.”

As a result, another pain point which Galaxy started witnessing is related to infrastructure to run large scales ERPs (enterprise resource planning). The company

The automotive [research and development](#) team in Galaxy, which currently comprises of three people, is also involved in another aftermarket solution which is meant to be retrofitted in a car. The company refused to delve into more details of the product.

However, Dhungat mentioned that it will be ready in another 3-4 months and is likely to be launched by September 2017. An amount of Rs 1.5 crore has been invested for this product.

Keeping in mind the recent trend of IT companies getting into car manufacturing, when ETAuto asked the same question to



Tata Hexa priced between Rs 11.99 lakh to Rs 17.5 lakh (ex-showroom Delhi) is based on Aria platform. Industry experts believe

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recently did the whole networking of machines, offices, etc for the manufacturing plant of an automaker in South India (it refused to disclose the name).

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