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Key to Success

Delivering innovative technological solutions that meet the customer's requirements worldwide has been AMI's strength over the years and continues to be so even today.

Brand Vision

The brand AMI is an identity. It not only positions the products in the consumers' minds but makes them resonate, identify and recognize. It is not about making them choose AMI over its competition but gets its consumers to understand that it is different and is the only one providing such unique products and services. The industry is filled with competition. But an increased knowledge about its products and the resonance of its products make it have an extra edge over the other.

Brand direction and brand management are the tangible and intangible value of a brand. AMI believes in the intangible values that signify trust, loyalty, support, quality and performance. The brand is a commitment that connects its target prospects emotionally and motivates them to be consumer.

Brand Loyalty

AMI's core competencies are in the areas of IPSAN storage solutions, embedded services and solutions for operational excellence and management. Even today, after so many years since its inception, AMI makes its impact fall on the computing industry and continues to deliver solutions that are seen in various products and solutions across the industry.



Evolution with Revolution

The focus for AMI has been towards understanding the higher demands and expectations of the consumer with the wide choice of options thrown open through technology revolution. The winning formula for AMI has been to understand the emotional value of the customer in the brand decision process. It felt the need to establish the personalized service towards the demands and expectations of the customer. In today's world, professional life and personal life are synonymous. What applies on the changing lifestyle and environment are good to be understood in the personal life as well and practice to adapt to the changes and expectations.

Milestones

- AMI, with over 27 years of experience in developing technology solutions, has provided the industry with StorTrends, a true enterprise-class storage solution.
- AMI, a globally equipped company, encourages innovation and has more than 300+ patents with cutting-edge technological expertise, extensive experience offering hi-tech engineering solutions and services to customers worldwide.
- AMI's AMIBIOS powers more than half a billion systems worldwide.

