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# "WITNESSING THE GROWTH OF VOIP AND CONVERGENCE MARKET"

Surat-based SMB SYSTEM INTEGRATORS caters to telecom, security and audio/video needs of SMEs and corporate. In a chat with SME Channels Abbas M Lokhandwala, Director of the company talks about the India telecom market.



**"THIS YEAR WE WANT MORE OF CONVERGENCE ORIENTED PRODUCT AND GOOD ENDPOINTS IN OUR PORTFOLIO."**

## **Q Brief us about your company?**

SMB SYSTEM INTEGRATORS caters to telecom, security and audio/video needs of SMEs and corporate. Understanding customer needs and giving future proof solutions is our passion. We protect customer's investment by providing good after-sales support.

Presently, we are witnessing the growth of VoIP and convergence in India market.

## **Q What kind of telecom solutions you have?**

We have telecom solutions ranging from VoIP, convergence, video conferencing to allied solutions.

## **Q What is your turnover and growth percentage?**

Our turnover from Matrix is Rs. one crore and have grown by 20%.

## **Q What is your strength in terms of market reach and others?**

We have sound and well oiled network of dealers, consultants, architects and our customer references.

## **Q What kind of solutions and products you are dealing in?**

We deal in telecom, security and audio /video solutions.

## **Q How do you find Matrix products in terms of its advantages vis-à-vis other brands?**

Matrix is SUBSTANCE brand. Substance is in the DNA of Matrix solutions. Substance in the form of technology, depth, genuineness and going beyond the mere outer façade and offer more values in all the areas. This is what differentiates Matrix from the lot. Matrix solutions are packed with More. More productivity, more applications, more flexibility, more functions, more features, more cost saving, more reliability, and more support. Matrix positioning is based on offering more of these true inherent values which customers expect from infrastructure solutions. VOIP market is growing and Matrix has right mix of products for SME customers. Foundation laid

my Matrix in this product segment is robust and scalable.

## **Q What is the potential and challenge for Matrix in the market?**

The potential and challenge for Matrix in the market is to make the customers understand that compared to MNC our products are more reliable and cost effective.

## **Q What the company needs to do to improve the market share?**

The Company needs to support its channel partners to improve its market share.

## **Q As a partner what kind of products you want to add this year?**

This year we want more of convergence oriented product and good endpoints in our portfolio. **SME**