

# "CUSTOMERS NEED A PBX WITH PRI AND OTHER ADVANCED FEATURES"

Digitech Telesystems & Solution is a Mumbai based enterprise telephony reseller since a decade plus and has been growing consistently. SME Channels spoke to Ajay Kumar Singh, the Proprietor of the company to know its strategy in the competitive market.



## Q Brief us about your company?

We started as a system integrator in the year 1999 and are very much aggressive to expand our business. Earlier we were into SOHO business but now we are into enterprise business, executing with multiple branches.

We have been associated with Matrix for the last 10 years and so far the journey has been very fruitful.

## Q What is your turnover and growth percentage?

After having associated with Matrix we have gradually increased our potential. Today, our turnover is about 2 crore and our growth percentage is about 30%.

**AJAY KUMAR SINGH,**  
PROPRIETOR, DIGITECH  
TELESYSTEMS & SOLUTION, MUMBAI

**"POTENTIAL IS VERY GOOD AND AS FAR AS CHALLENGES ARE CONCERNED EVERY PRODUCT HAS TO SURVIVE AND I KNOW WE WILL BECAUSE OF THE QUALITY PRODUCTS OFFERED BY MATRIX."**

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

Our key strength is to provide prompt services to our customers by offering the right product and solution which aptly fulfils their requirement. This has helped us to maintain a good rapport with our customers.

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

We deal solely in Matrix Telecom products.

## Q How do you find telecom market in India?

Due to the PRI technology there is a huge potential in the market. Customers need a PBX with PRI and other advanced features.

## Q What kind of telecom solutions you have?

In the telecom domain we deal in Matrix IP-PBXs, VoIP and GSM Gateways.

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

Matrix is substance brand. 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.

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

Potential is very good and as far as challenges are concerned every product has to survive and I know we will because of the quality products offered by Matrix.

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

To train and educate more and more sales executives, improve product awareness in the market and to give priority to business with service providers are few steps that we would like to suggest for earning a good market share.

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

After being actively involved in the telecom domain we plan to add security products to our portfolio. **SME**