

The Qualtel Leap

India is growing at a faster pace than many of the world economies and telecom is an important factor in India's growth story. Presently Telecom Industry is poised to take a giant leap with introduction of latest technological advancements made in this space. Opening of IP telephony in India would again revolutionize the market and bring more value to the users. It would also drastically change the dynamics of the industry as a whole. Qualtel Automations, an Office Automation and Telecom Solution provider is banking on these priorities to cater to this dynamic industry.

Qualtel Automations focuses on Corporates, Mid Size Companies and growing Enterprises. "Sectors like BFSI, Pharma, Hospitality, Telecom service providers, BPO & ITeS are looking for tailor-made solutions for their growing communication needs. It is there we see ourselves playing major role of a Telecom Consultant to them. Enabling them to increase Productivity, Enhance efficiency, Simplify Complex requirements and control over telecom expenses," says, Akash Gupta, Partner, Qualtel Automations.

Qualtel has been in partnership with Matrix Comsec for the last 12 years. Akash says that the association with Matrix Comsec has been an enjoyable journey since then. He further says, "Indian Design, In-house R&D and innovative features bring matrix products in a different class against Competition. Robust and trouble free products has always been the Matrix Mantra of keeping the competition at bay. PAN India network of

partners is also a great differentiator, vis-à-vis competition." Qualtel is associated exclusively with Matrix Comsec for telecom and VoIP range of products. It also has associations with Polycom, Panasonic, ADI etc for Audio Video, Instruments, IP Camera's and CCTV Security systems respectively.

Qualtel Automations deals in Security Systems like CCTV, Time and Attendance solutions; Data Connectivity like ILL, MPLS & IPLC, AV systems like Video Conference, Audio Conference etc. and Power Conditioning like UPS.

Qualtel Automation believes in the strategy of keeping adequate spares and having skilled and sufficient engineers to support its customers. It keeps thriving to enhance the customer experience of Matrix Products by its after sales support.

Akash opines that some of the challenges it is currently facing in India are, Regulations on VoIP, slow expansion of Voice & Data infrastructure in Class B & C Cities, are major hurdles for the volcanic growth of telecom sector. He further adds, "We get lot of pressures on margins due to competition from fly by night operators and companies with no proper support infrastructure. Customers need to differentiate between the costs of product vis-à-vis cost of product with quality support."

The company has signed partnerships with major service providers like Tata Teleservices Ltd, Tata Communications Ltd., Reliance communications Ltd., Bharti Airtel Ltd for providing its customers Voice & Data



Akash Gupta
CEO, Qualtel Automations

services.

Qualtel Automation is focusing at widening its reach, improve skill sets of its members and thereby enhancing customer experience of its solutions and services. The company aims to add more and more corporate to its list of testimonials. Qualtel further aspires to be amid the selected few top SI's, recognized and known for innovative solutions to meet the growing needs of young India. ■