



FACE TO FACE

Interview of Mr. Akshay Sheth, National Sales Manager- Govt. Segment, Matrix Comsec Pvt. Ltd.

CV *In your opinion, what is the state of Telecom products in the Indian government sector?*

AS With a need for better communication and efficiency, organizations need to have a reliable communication system. Many of the government offices and organizations having more than 50 employees do not have a PBX system or an extension on every desk. Most of the places they either have a boss secretary plan system or an analogue PBX with few extensions without any provision of expandability. It is high time that such offices plan to upgrade their communication systems through a digital PBX available with various connectivity solutions which will facilitate connectivity both internally and externally as well as curtail their cost factor and misuse of facilities.

Which are the potential products from Matrix's portfolio, suitable for the government sector?

Government sectors are no different from private segment. Government organizations are keen and eager to adopt newer technologies and technology products which lead to increase in efficiency, automation of processes, reliability and reduction of operational expenses. Matrix product portfolio consists of Telecom and Security products. Our range of Telecom Product includes IP-PBXs, VoIP ATAs, VoIP Gateways, GSM FCTs, GSM Gateways, Hospitality PBX and VoIP Phones, while the security domain consists of Time-Attendance, Access Control and Fire Alarm systems. All Matrix products positioned in the market are suitable for the government sector.

What are the challenges that you are currently facing in the government sector?

The government sector buys products available on DGS&D Rate Contract or by tendering. Unlike for Telecom products like PBX, there is no standardization for biometric time attendance or access control products by DGS&D.

Customers in the government sector are very demanding and knowledgeable. They need feature rich products at

the best possible price. This automatically brings pressure on us as well as our partners. However, we are looking at this challenge in a more positive manner by putting differentiators across the table to our customers

What is the strategy of Matrix to make its presence felt in the government sector?

Matrix Comsec is a company that drives its business through channel partners. We have appointed several partners in different cities, taking care of sales in government sector. To support them we have Business Managers in major cities across the country. Apart from this we are also engaged in several marketing promotional activities like advertisements, road shows, exhibitions, etc.

What is the USP of Matrix's product for government sector and what makes it different from your competitors?

Matrix means more. More is our USP. We offer more products with more features backed by more reliability and services. The users can derive more productivity, more cost savings, more convenience out of Matrix products. Matrix products perfectly exemplify a blend of style and substance. They are not just stylish in looks but are also loaded with unique innovative features. Our products score in architecture, functions and features over competition. In marketing and sales we believe in strong distribution and channel network. Simultaneously, we invest a lot of resources in after-sales support to the end-customers and channel partners.

What are your future plans in this sector?

We are committed to innovation. We at Matrix would like to continue offering innovative products to all our customers and channels associates based across the globe. Thus fulfilling Matrix vision of being a world-class Products and Solutions company operating all-over the world.