

JAYESH SHAH
PARTNER, DIGICOM,
MUMBAI

"WE ARE A SINGLE-STOP SOLUTION PROVIDER"

Mumbai-based DIGICOM was started by two partners who began their careers as service engineers and considers technical grasp of products and providing effective customer service as their strength.

Jayesh Shah, Partner, DIGICOM talks about the market in a chat with SME Channels.



? Brief us about your company?

We are solution providers in the Smart Office & Smart Home segment. At DIGICOM, we have a rich and varied experience. We started off as a service franchisee for Nelco EPABX systems and have been fortunate to be at the fore-front of the telecom & security revolution in India.

During the mobile boom, we also installed towers & BTS for mobile service providers in the western Mumbai cluster. In security, we have provided CCTV surveillance in the India International Jewellery show (six times), which is the largest gold & diamond exhibition is held in India.

? What is your turnover and growth percentage?

Our turnover in the previous year was 2.5 Cr. We have grown by 30% in the FY 13-14.

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

We are two partners who began our careers as service engineers and our strength lies in the technical grasp of products and providing effective customer service. We are thus able to reach out to customers where there is a need of complex solutions involving integration of various technologies and brands. Our USP is that we are a single stop solution provider for a customer with expertise in telecom, security, time attendance & access control, it & data products, conference room solutions & fire alarm systems.

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

We cover the entire segment of telecom & security in our offering from 8 lines to 1000 line systems. However, we specialise in providing voice networking solutions over IP – wired as well as wireless. We also deal in dealing room solutions – Turrets. In CCTV, we specialise in IP based surveillance solutions.

? How do you find telecom market in India?

We at DIGICOM are very optimistic about the telecom market and the opportunities it has to offer. After PRI, which drove up sales in urban markets in the past five years, it will be IP and converged solutions which will now drive up sales.

? What kind of telecom solutions you have?

We have solutions where enormous cabling costs can be saved by networking EPABX & different types of Gateways and into a single cohesive system. We also have solutions that integrate IP cameras with video phones over IP PBX systems. There is mobility solutions for constantly moving executives and unified messaging solutions which converge voice, voicemail & fax onto your e-mail – all of them accessible on your smart phone.

? 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

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values in all the areas. This is what differentiates Matrix from the lot.

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

They need to increase reach by increasing marketing team and branding & recall by delivering good endpoints. They also need to increase their marketing activities to create brand awareness.

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

We would like to focus on integrated solutions in the telecom, data & video domain and now with products like Navan, we are confident that we will be able to do it. **SME**