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GENUINENESS DIFFERENTI- ATES MATRIX

Telecom industry is growing at an average of 10 to 15% but with Matrix IP-PBX, Multi-location solutions, GSM Gateways, IP Gateways, IP Phones, CTI applications and UC Solutions, but Teletronic Systems & Services is able to achieve more in a city like Pune.



Q Brief us about your company?

Teletronic Systems and Services was established in the year 2001 to cater office automation solutions. Eventually, in this journey we turned our entire focus on being a System Integrator & Consultant for infrastructure based Solutions for SME offices. Today we have expertise in implementation of IP-PBX, Time-Attendance Solutions and IP Surveillance Solutions for enterprises.

Q What is your turnover and growth percentage?

We leaped from 35 Lacks of business to 75 lacks in this financial year due to Matrix IP-PBX solutions, CCTV & Time-Attendance Solutions. Earlier we were only into sales of Traditional PBX and Hikvision CCTV but Matrix IP-PBX solutions & Security products helps us grow by 100% in the last financial year.

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

We are dealing in IP -PBX Solutions, IP- Gateways, IP-GSM Gateways, Call Centre Solutions, IP Video Conferencing Solutions, Voice-loggers, HD & IP Video Surveillance etc.

Q How do you find telecom market in India?

It is growing at an average of 10 to 15% but with Matrix IP-PBX, Multi-location solutions, GSM

Gateways, IP Gateways, IP Phones, CTI applications and UC Solutions, we can achieve more in a city like Pune.

Q What kind of telecom solutions you have?

We provide complete Voice Solutions by taking customer requirements into consideration, helping them save telephony costs. Matrix Eternity IP-PBX with in skin GSM cards, VOIP card for multi-location connectivity, integration of our CTI application with their CRM, Voice Mail Solutions, IP phones and IP Gateways are the telecom solutions that we offer.

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

Matrix is a brand that stands for 'SUBSTANCE' in terms of technology, depth, genuineness and going beyond the mere outer façade & offering more values in all areas. This is what differentiates Matrix from its competitors. It strives to offer MORE in everything it does – technology, applications, performance, flexibility, reliability and support. Matrix positioning is based on offering more of these true, inherent values which customers expect from infrastructure solutions.

The company provides specific solutions with heavy focus on quality and customer service. Key differentiators lie in providing pre-sales, post-

"MATRIX PROVIDES ITS SOLUTIONS WITH HEAVY FOCUS ON QUALITY AND CUSTOMER SERVICE; ITS KEY DIFFERENTIATORS LIE IN PROVIDING PRE-SALES, POST-SALES AND R&D SUPPORT."

sales and R&D support. Most importantly, Matrix has an in-house manufacturing unit and R&D Centre to offer quick turnaround for clients.

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

Competitive price from 16 to 100 ports can improve the market share. Most importantly a wide range of end points like entry level Key Phones & basic Analog phones.

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

We are planning to add VDP, Matrix NVR & IP Cameras, Matrix COSEC Time-Attendance & Access Control and Fire Alarm System to our portfolio this year. **SME**