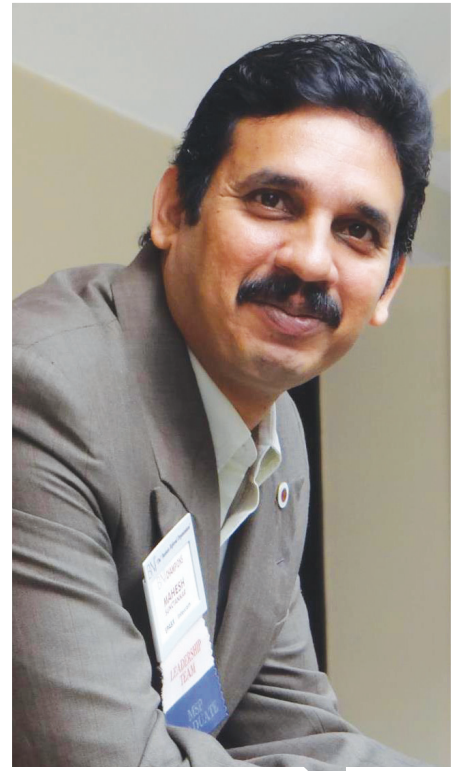


**MAHESH SUNCTANKAR,
MANAGING PARTNER,
MDS AUTOMATION,
PANAJI, GOA**

IN-HOUSE R&D OFFERS QUICK TURNAROUND



The Telecom market is shifting to the converged solution segment. Corporates and SMB's are looking for out of the box solution to give Voice, Data & Video solution as an ALL in ONE product. Hence, one has to be on their toes and keep updating oneself with the new technology to sustain in this market.

"MATRIX PROVIDES SPECIFIC SOLUTIONS WITH HEAVY FOCUS ON QUALITY AND CUSTOMER SERVICE."

Q Brief us about your company

Started in 1998, this firm is basically an EPBX vendor in the Automation segment. We gradually ventured into giving Networking solutions, Audio & Video Conferencing solutions, CCTV and IP Surveillance market. MDS has adapted to the changing market scenario. MDS has been known to give the best of Telecom & IT solutions across Goa.

Q What is your turnover and growth percentage?

We have had a turnover of 1.44 crore in the last financial year and a growth of 20-24% in the last three years. We have high growth expectations this year, as we intend to focus more on Security solutions of Matrix.

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

We are Distributors of Matrix Comsec for the last 10 years or so, hence we have been distributing & selling IP-PBX Solutions. Besides Telecom products, we also specialize in Networking products

and IP Telephony. We provide complete IT solutions to Corporate, Pharma companies & Hospitality segment. We also deal with VoIP products, Audio & Video Conferencing solutions, RFID Hotel Door locks, Wireless Access points for Wi-Fi setups, CCTV & IP Surveillance.

Q What kind of telecom solutions you have?

We provide complete, end-to-end solutions to the customers, right from suggesting the cabling layout to telephone instruments taking care of their present & future requirements. We have helped a reputed Pharma company to save almost 30% of their monthly landline bills by giving the GSM & VoIP connection across their 10 plants in Goa. We help Call Centers, CTI applications, IP Gateways & IP Telephony in meeting their telecom requirements.

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, functions, features, 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-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 As a partner what kind of products you want to add this year?

We are strong in the Telecom segment. Hence, we would be focusing more products in the Security segment, like Video Analytics Software, Access Control solutions & IP Surveillance. **SME**