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CUSTOMERS SEE MATRIX SOLUTIONS AS 'VALUE FOR MONEY'



Telecom market is crowded and has become highly competitive. There seems to be a positive turbulence occurring at the higher end of the Telecom market in India.

? Brief us about your company?

FutureCalls is a 15 year old reputed IT infrastructure solutions company. It is headquartered in of Chennai and has its presence in Chennai, Bangalore, Mumbai, Delhi and Singapore. Our expertise include IP Telephony, contact center technology, system integration and information security. Futurecalls was ranked in 'Top 500 fastest growing IT companies in AsicaPac' by Deloitte Consulting in 2006. It is also awarded 'Futuristic 100' company by Channelworld (IDG Group) in 2017.

? what is your turnover and growth percentage?

Our turnover is 6 Crores for the FY 2016-2017.

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

We deal in Contact Centre solutions, Networking & Infrastructure, Information Security Consultancy and solutions and IP Voice solutions.

? What kind of telecom solutions you have?

We deal in Telecom solutions from Matrix, Avaya and Alcatel.

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

Matrix products are accepted globally due to continuous efforts put in by the R & D team on product development with its new features, thus fulfilling the expectation of its customers. Matrix products offer flexibility, reliability, support and

satisfaction to the customers at a competitive price.

We have recently implemented Matrix solutions for few high end, scalable telecom requirements. Customers are very happy with the 'Value for Money' from Matrix solutions. We have few big wins and repeat orders from our clients for Matrix solutions.

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

Venturing in new products and technology is something that might enhance the rapidly growing business. Adding a full suite of contact center requirements along with 'Soft EPABX' to the portfolio may further aid business growth.

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

We would like to add Contact Center Solution and Video Conferencing solution in our basket.

? What is your strength in terms of market reach?

Our key strengths in terms of market reach is that we are a single stop IT solution provider, have done projects all over India, technically sound and reliable partner, have 100% customer retention and are a financially stable company.

? As a partner, how are you gearing up with the latest market trends? What kind of excitement do you see among your customers?

We gear up by keeping a close watch on the latest technical upgrades in the market. Keeping

"MATRIX AND THEIR RELIABLE DISTRIBUTION PARTNERS EXTEND EXCELLENT SUPPORT ON PRE-SALES AND PRICING. MATRIX ALSO PROVIDES PROACTIVE SUPPORT IN TERMS OF PRODUCT TRAININGS, DEMOS, ETC."

updated with the same and extending the technical support to our customers also helps.

? Can you give some important tips for your peer group aspiring to take up VoIP into their portfolio?

- Develop deep product understanding and technical expertise on the product portfolio.
- Focus on few partnerships and product portfolios. Attention gets diluted with selling too many products and handling too many principles.
- Have a minimum of one product portfolio which is targeted at SME segment and offers 'Value for Money'. **SME**