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## "MATRIX PRODUCTS OFFER QUALITY AND RELIABILITY"

The enterprise voice market has always been dominated by MNC players but there are few Indian companies which have created a dent in their market shares and Matrix being one of them. Talking to SME Channels, Praveen Ojha, Partner, Advance Solutions, a channel partner, swears by the quality standards set by Matrix. Excerpts.

### How is Matrix positioned in the telecom market?

Telecom is an important factor in India's growth story. Presently, telecom industry is poised to take a giant leap with introduction of latest technological advancements. Opening of IP telephony in India would again revolutionize the market & bring more value to users. Matrix is a strong player. Backed by efficient R&D, manufacturing, distribution and after sales support Matrix over the years has created its own niche in the market.

### Which vertical markets are you focussing on?

We are focusing on corporates, mid- sized companies and growing enterprises. Sectors like BFSI, pharma, hospitality, telecom service providers, BPO and ITeS are looking for tailor-made solutions for their growing communication needs. It is in these segments that we play the major role of telecom consultant, enabling them to increase productivity, enhance efficiency, simplify complex requirements and last but not the least control over telecom expenses.

### What are the advantages of Matrix products vis-à-vis others?

We have been associated with Matrix since

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the last 10 years. Matrix is an extremely quality oriented manufacturer; entire manufacturing happens in India. With key strengths like strong R&D, production, distribution and after sales support, Matrix has created its own niche in the market. Matrix products offer quality and reliability, comparable with all well established players in the market. Since Matrix itself designs and develop its products it has got an edge in customizing solution and offering efficient technical support.

### Are you working with all the service providers?

We are doing a good business with service providers. Our tie-ups with Airtel and Tata are giving good results and soon we are going to add more IP products with service providers. In future we have decided to work more closely with enterprise segment.

### What is the mix of your business contributions to the overall revenue?

Out of our total business, 75% of revenue is generated from the telecom market while 25% is from security market. So the majority of our business is tilted in favour of telecom business and we hope it will remain like this for some time.

### What is your product road map?

Road maps are always the lifeline of any business. Our business focus has commenced from all traditional TDM PBX to IP-PBX, with an addition to different Gateways.

### What kind of growth are you expecting this year?

With globally increasing pressures on cost, enterprises are looking for solutions with better ROI. So we will also take the same path. With GSM -PRI gateway in our portfolio, we expect close to 30% growth this year. **SME**