

**BISWA RANJAN,  
PROPRIETOR, PREVISE  
TECHNOLOGIES,  
BANGALORE**

## MATRIX HAS AN IN-HOUSE MANUFACTURING UNIT AND R&D CENTRE TO OFFER QUICK TURNAROUND FOR CLIENTS.

India's telecom market is the second largest in the world by number of telephone users and it is growing faster than other countries. SME Channels spoke to Biswa Ranjan, Proprietor, Previsé Technologies, Bangalore to know about his strategy in this industry. Excerpts.



### **?** Brief us about your company?

Previsé Technologies is a Bangalore based company with its branch office in BHUBANESWAR. It operates with a team of engineers and technocrats, marketing and servicing various telecommunication, office automation and electronic security products. Previsé deals in Telecommunication and Office Automation products and other allied accessories from individuals to corporate houses.

### **?** What is your turnover and growth percentage?

Our company's turnover is around 2 crore, with a growth percentage of approximately 30%.

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

Our company provides all kinds of Telecom and Security solutions, which includes Gateways, Audio and Video surveillance, etc.

### **?** How do you find telecom market in India?

India's telecom market is the second largest in the world by number of telephone users. Major sectors of the Indian telecommunication industry are telephone and internet broadcast. This industry is on the verge of transforming into next generation network. It employs an extensive system of modern network elements such as digital telephone exchanges, mobile switching centres,

media gateways and signalling gateways at the core, interconnected by a wide variety of transmission systems using fibre-optics networks.

### **?** What kind of telecom solutions you have?

We provide all kind of telecom solutions for diverse and large corporate offices, factories, hospitals, hotels/motel, apartments and call centers.

### **?** 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 and 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.

### **?** What the company needs to do

### to improve the market share?

Every company that wants to be successful must continuously strive to increase its market share. But the fact is that most companies fall short by a great margin of their annual planning and projection. When the chips are finally counted at the end of the financial year and success is evaluated, the spreadsheet expectations often don't meet reality. Even if expectations are met, the proper measure of success isn't just the growth percentage of your market share, but the measure compared to your peers in the industry.

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

This year we would like to add more in Telecom IP solutions products.

### **?** What is your strength in terms of market reach?

To operate successfully in a changing market, companies should plan their objectives and strategies around their strengths. Strong employee attitudes include excellent customer service, personal relationships with customers and high integrity.

### **?** What kind of benefits you are getting for being Matrix partner?

Matrix supports both pre-sales and post-sales which includes technical training, online support, services and on time delivery. **SME**