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# RELIABILITY IS THE CORNERSTONE OF MATRIX



There is a huge potential for Telecom products with lots of products and rapid growth. As per a latest reports, India is currently the world's second largest Telecom market, which is growing rapidly.

**"MATRIX PRODUCTS ARE AT PAR WITH ANY MNC BRAND PRODUCTS IN TERMS OF QUALITY, PRODUCT DESIGN, SOFTWARE, FEATURES AND FACILITIES, ETC."**

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

We are one of the oldest channel partners of Matrix, right from 1994 to this date. Along with Telecom solutions we have now added IP surveillance and Biometric devices to our fold. Apart from Matrix products we also deal with Fire Alarm solutions from Hochiki, Japan on turnkey basis for our clients across Orissa.

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

Our turnover in the last financial year was around 4 crore, with the annual growth percentage ranging from 15% to 20%.

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

We deal in Matrix IP Communication Systems, IP Surveillance, Biometric devices (all from Matrix) and Hochiki fire alarm system from Japan.

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

We are dealing with only Matrix we are providing only Matrix solutions to our end clients.

## **?** 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

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

To improve our market share, we offer friendly service support to channels as well as clients, project technical support, value based sales and marketing policy other than mass marketing through unqualified channels. We also provide free training to channel partners - area/state-wise and more over reduce prices as per other manufacturers.

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

We would like to add any Telecom and Electronic security related products. **SME**