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MATRIX OFFERS 'MORE' IN EVERYTHING - TECHNOLOGY, QUALITY, GENUINENESS



The telecom market is innovative and growing at a rapid pace. The constant updates in terms of cost effective solutions pushes the channel partners to remain abreast with the technological advances in the telecom industry. This helps them to provide clients with solutions that are cost effective and meet their needs.

Q Brief us about your company?

We started our company in 2004 as a reseller of Matrix Telecom products with a small team. As an individual, I started my career by selling Matrix EPABX systems and building inter-coms/Telecom products, before starting my own business.

Q What is your turnover and growth percentage?

Our turnover in the previous financial year was Rs.1.2 Crores and we expect more than 20% growth this year.

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

We provide Matrix Telecom and Security solutions to clients as per their requirements. We want to be a solution provider for office automation and maintain after sales support with proper service management team.

Q What kind of telecom solutions you have?

We have many telecom solutions with Matrix

products like GSM integration with PBX for making and receiving calls with low costing and VOIP integration.

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 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.

Q What is your strength in terms of market reach?

We have our own service team for supporting our clients. We regularly provide technical knowledge to our service engineers when Matrix conducts technical training.

Q As a partner, how are you gearing up with the latest market

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trends? What kind of excitement do you see among your customers?

Internet is a common tool with customers through which they can find a reliable and trustworthy seller. It is important for customers to find a person who possess the required knowledge to cater to their requirements.

Q What kind of benefits you are getting for being MATRIX COSEC's partner?

During software license installation we used to get additional margins, providing clients with web based access control solutions. Furthermore, once a customer starts using Matrix COSEC products, they become loyal customers of the brand. **SME**