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# COMPLETE ASSISTANCE TO PARTNERS IS MATRIX'S SUCCESS MANTRA



Telecom market in India has been witnessing a considerable growth. The transition to digital economy has made VOIP the choice in the telecom market in lieu of Analog communication. In future, IP based communication will be the monopoly for any type of communication, be it video, data or voice.

**Q Brief us about your company?**

We, the G.J. Marketing Company, made a humble start in the communication arena in the year 1995. As a startup company, we initially dealt with Tata push button telephones. As per the growing demand in the communication field, our marketing expertise expanded in dealing with L&T EPABX for smaller range and Tata EPABX for higher range. We are proud to declare that we were the first to promote Matrix EPABX in the southern zone in the year 1996. Presently, our product range includes biometric equipments, CCTV cameras, projectors, etc. We also offer board room and video conferencing solutions.

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

We have been maintaining a consistent growth percentage. We keep adding our client base from private to government clients and this shift has boosted our turnover percentage from 20 lakhs to 1 crore per annum.

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

Customer satisfaction and offering cost-effective solutions are our success mantras. By making use of just a router, we help our clients enjoy the benefits of effective video, voice and data communication. We cater to the needs of Work from Home concept and have solutions for communication access from anywhere around the globe.

**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. Matrix positioning is based on offering more of these true, inherent values, which customers expect from infrastructure solutions.

Matrix is a reliable brand for after-sales support, technical expertise and professionalism. Meeting the International standard is the sole goal towards which Matrix has been consistently striving to achieve. Matrix has already achieved the protocol that is equivalent to Q.SIG. This has made Matrix compete with communication giants like CISCO.

**Q What the company needs to do to improve the market share**

From my perspective, I would suggest Matrix to conduct frequent road shows. As of now, this has been restricted to dealers. If the option is opened to MNCs, Corporate and Banking Sectors, the exposure and growth percentage would shoot the market share to a considerable extent.

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

**"MATRIX PARTNERS ARE SURE TO ENJOY THE BENEFITS OF PRICE SUPPORT, AFTER-SALES SUPPORT AND TECHNICAL SUPPORT."**

Being a privileged Matrix partner, we intend to move from dealing analog products to IP based Biometric and PABX products.

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

Our strength lies in timely service and after-sales support. This has helped us earn a good name among our clients who refer us to their customers for offering reliable telecom solutions. We have a strong market base in the Government and Banking Sectors.

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

Fear for security has increased the demand for surveillance products. Hence, we are planning to make a move towards the Security sector as well.

From our experience, we could find inter-linking of branches through VOIP has instilled greater excitement among our customers. **SME**