

# "TO ADD MORE TELECOM AND SECURITY PRODUCTS"

Growing at a rate of 30% over last year Bangalore based Compac Telesystems is a Rs. 3 crore plus company. Proprietor of the company P.U. Somaiah talks to SME Channels about the telecom market.



**P.U. SOMAIAH, PROPRIETOR, COMPAC TELESYSTEMS**

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

Compac Telesystems is a Bangalore based company established in 1994. Right from our initiation we have been a telecom and security solution provider. We offer the best solution & service for all Telecommunication and Office Automation needs. We have a full-fledged sales and service setup.

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

We are a Rs. 3 crore plus company and growing at a rate of 30% over last year.

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

Our strength is our goodwill in the market and prompt support to all our customers.

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

We supply and support telecommunication & office automation products like: KTS, EPABX & Intercoms, Multi function Fax machines, Heavy Duty Laser Printers, LCD Projectors, Conference Phones, Telephone Instruments, Plasma TV's, CCTV Camera's, Access Control, Head Sets, Networking, biometric, Voice Logger, Dialer & Call center solutions.

Compac also deals with consumable products like fax film rolls, printer cartridges, fax paper rolls, refilling of printer cartridges, and servicing of telephone & cordless instruments.

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

Major growth is in traditional PBX and IP PBX. Also, there is a demand for wireless system and video calling system. The Telecom market in India is growing day by day vastly with many solution based requirement.

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

We deal in IP calling, video calling, gateway interfaces, dialer & call center solutions.

## **Q** How do you find Matrix products in terms of its advantages vis-à-vis other brands?

Matrix is SUBSTANCE brand. Substance is in the DNA of Matrix solutions. Substance in the form of technology, depth, genuineness and going beyond the mere outer façade and offer more values in all the areas. This is what differentiates Matrix from the lot. Matrix solutions are packed with More. More productivity, more applications, more flexibility, more functions, more features, more cost saving, more reliability, and more support. Matrix positioning is based on offering more of these true inherent values which customers expect from infrastructure solutions.

## **Q** What is the potential and challenge for matrix in the market?

Matrix products have a great potential in lower and mid segment. Competition with MNC

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brands is the major challenge.

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

More branding activities, KTS varieties, building intercom system at affordable cost, ensuring our product is at par with competitive products technically. Company should come up with products like Office in a box and new products with new concept online support, trainings and need to incorporate TAPI functionality so that it can be pitched in Call centre space.

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

We are happy with the existing product portfolio and would like to add more telecom and security products so as to serve our customers more efficiently. **SME**