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## "MATRIX SOLUTIONS ARE PACKED WITH MORE"

Noida-based Annex Solutions considers its team its key strength that has a vision for growth. In a chat with SME Channels Sanjeev Ahlawat, Proprietor, Annex Solutions, Noida talks about the telecom market. Excerpts...

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

Annex Solutions is a proprietary company started in April 2011. From the very beginning we have been targeting customers like SIs as well as associated with multiple companies for providing solutions for Security, IT and voice.

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

In the year 2013-14 we achieved a growth of Rs. 2.04 crore. We have grown by 100%.

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

Our key strength is our team that has a vision for growth. Since we have many products initially our Airtel and Tata Team do "cold calls" to get an entry into a new location and then joint efforts are done to convince the customer with the right solution. Secondly, we are registered with some agencies for getting enquires. Now we have started getting good references.

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

We have many products and services to offer to our customers that include media connectivity like PRI line, ILL, Broad Band and Analogue Del lines to SI services like access control system, CCTV surveillance (analogue/IP), boom barrier, turnstile, parking management, networking, voice switching systems & gateways.

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

From my perspective the telecom market will

always grow and it will never saturate. Business modality and continuous upgradations in technology is mandatory for every organization.

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

For any telecommunication or telecom setup first we need is media input and that may be P&T, ISDN, GSM and IP line and in terms of end user terminal it may be Analogue Extensions, Digital Extensions, IP Extension, IP Integration & Extensions could be configured on Mobile phone. Whether the customer is asking for a multi-location solution or for single premises the above mentioned telecom needs could be configured or compiled very well with Matrix products.

### **Q How do you find Matrix products in terms of its advantages?**

Matrix is a brand of SUBSTANCE. There is substance in the DNA of Matrix solutions. There is substance in Matrix technology, depth, genuineness and it goes beyond the mere outer façade and offers more values in all the areas. This is what differentiates Matrix from the lot of other brands. 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?**

As a partner I would say that there is a huge poten-



**"EVEN EXISTING PARTNERS ARE NOT MUCH FAMILIAR WITH THE ENTIRE RANGE OF MATRIX PRODUCTS."**

tial because I foresee good future of Matrix due to its regular technology upgradations, and the efforts put in for upgrading their partners as well, because no company puts in efforts to upgrade their associates. And in the NCR market the biggest challenge is Matrix only for other brand.

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

Somehow I feel, in NCR customers are aware of Matrix as a PBX company but they do not know the entire range of Matrix. Even existing partners are not much familiar with the entire range of Matrix products. So once Matrix partners have a good knowledge of the products and applications, the market is sure to improve.

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

This year we are planning to focus more on solutions, products like Gateways and IP are going to be part of our portfolio. **SME**