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24/7 SUPPORT IS THE KEY STRENGTH OF MATRIX



With the growth in the organizations' in India, the growth of enterprise application is unavoidable and partners in this business find it very interesting. If they have a supportive vendor it is a real fun and for Octel, the journey with Matrix is quite interesting.

"THE CHALLENGE LIES IS IN KEEPING UP WITH MARKET DEMANDS, AND THE TELECOM MARKET IN INDIA IS VERY DYNAMIC."

Brief us about your company?
Octel Networks Pvt Ltd is a team of qualified engineers, dealing in providing IT/ Telecom solutions to customers. We have been associated with Matrix for the last 4 years and have learned a lot about the Telecom business.

Telecom is interesting; we work with System Integrators who provide Total Solutions for End Customers. The market place is lively and promising.

What is your turnover and growth percentage?
Our total turnover was 15 Crore last year, and we aim for 20Crore this year. In the last four years, we have had a consistent 25% growth.

What kind of telecom solutions you have?
The telecom solutions that we have include VOIP, PBX, Gateways, and Visitor Management solution.

What is your strength in terms of market reach and others?
Our strength lies in creating customer satisfaction, after-sales support, educating and facilitating partners has been our core strength.

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.

What kind of solutions and products you are dealing in?
We provide end-to-end IT 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 is the potential and challenge for Matrix in the market?
The range of products and 24/7 support is the key strength of being associated with Matrix. The challenge lies in keeping up with market demands, and the Telecom market in India is very dynamic.

As a partner what kind of products you want to add this year?
More products on Video phone/solution, Unified communication and Cloud integration would be an interesting development for expanding the solutions to a next level.

IP Phone with cost effectiveness can be a game changer on customers moving entirely on IP. **SME**