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MATRIX ALWAYS HELPS PARTNERS STAY ABREAST WITH LATEST INFORMATION

With the advent of new technologies like IoT, forthcoming launch of 5G and strong push towards digitalization, mobility and security, the growth is going to be abundant for Telecom sector and thereby for the integrators. These are the market trends that customer and partner are looking forward to in the coming years, irrespective of the steady growth in Video Surveillance industry.



? Brief us about your company?

Calibre Network Solutions (P) Ltd was founded in 2008 and has been an esteemed player in IT, Security and Building Automation solutions. Our solutions are tuned to deliver high performance, end to end system integration services to an ever increasing communication challenge of organizations and customers across diverse verticals.

? What is your turnover and growth percentage?

Calibre Network Solutions (P) Ltd is growing at 10-12% every year with our last year's turnover reaching a 50 million INR, which is a milestone achievement!

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

As a system integrator and channel partner of many OEMs, our primary focus is on Networking solutions such as Structured cabling of Data and Voice, PBX, Enclosures and CCTV Security solutions. We are associated with Matrix for Telecom solutions along with many other organizations.

? How do you find telecom market in India?

Needless to say that it is a growing market wherein India is the second largest in the world for internet user base and number of telephone users. This

industry has grown over twenty times in just ten years and it has helped to increase the transparency of governance with the introduction of e-governance in India.

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

We have been receiving good response from customers with no escalation on services, which implies that the product has satisfactorily come through with the customer's requirement.

? What is your strength in terms of market reach?

Building relationship with customers, training the technicians and after-sales support are our strengths. We have a handful of loyal customers whom we have served for years based on the above success mantra.

? What kind of benefits you are getting for being MATRIX partner?

Matrix Telecom products and solutions not only benefit the partner but customers as well. Having little over six months of experience with Matrix as a channel partner, we found that the after-sales support on the technical front is remarkable. Furthermore, conducting trainings and webinars from time to time would not only keep help part-

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ners stay abreast with latest information but also motivates us to share such updates with customers, which eventually would keep them gratified.

? Can you give some important tips for your peer group aspiring to take up VoIP into their portfolio?

Today, VOIP technology is no longer restricted to enterprise customers. More and more SMB customers have started realizing the benefits of VOIP over the traditional Analog telephone system on various aspects such as higher ROI, scalability and resiliency among others.

VoIP is the future of telecommunications, whether we talk about the consumer market or the enterprise. In fact, if we are to judge it on the basis of how it enriches human-to-human bonds and how it enables better collaboration, it may very well bring out the biggest change in the Indian Unified Communication industry. **SME**