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"ENHANCING VOICE COMMUNICATION STRATEGY FOR THE CLIENTS"



Optilink Networks Pvt. Ltd., India, a leading IP based company, is also an authorized regional distributor for Matrix Telecom Solution. In an interaction with Vikram

B. Nagda, GM, Optilink Networks Pvt. Ltd., Mumbai, SME Channels tries to understand the company's focus towards VoIP business. Excerpts.

How big is Indian VoIP market and what is the trend you see in this space?

VoIP in India is growing gradually, and possesses great future prospects. Low call-rates as compared to conventional telephony and increasing Internet penetration are set to drive growth of the VoIP-based services in India. The VoIP market is expected to change the dynamics of the Indian telecom industry once the necessary regulatory changes are in place.

How is Matrix positioned in that space? How much of business are you getting from VoIP products?

Matrix is an emerging brand in VoIP. In a short span of two years a comprehensive VoIP solution portfolio showcased in Matrix product line. Matrix is among the few VoIP solution providers delivering a comprehensive solution offering. Most importantly, these solutions are also at par with the international standards and have been competing with the leading vendors across globe. Awareness of Matrix as a VoIP company has just started and will grow in the near future.

Which equipments are you distributing?

Currently, we are providing Matrix range of

VoIP products which include range of IP-PBX, IP Phones, VoIP gateways and ATAs. This also includes the Matrix Eternity series.

Which market are you targeting?

Optilink Networks target for the year 2012-13 are the SIs and channel partners and providing flexible and robust VoIP solutions for their end customers for a cost effective communication scenario. We are also offering GSM solutions to the clients who are using traditional PSTN and PRI.

What is the advantage of Matrix products vis-à-vis the competition?

Matrix has a wide range of VoIP products for business communication, including a range of IP-PBX, IP Phones, VoIP gateways and ATAs. It has always thought beyond following competitors and have researched and worked in introducing products as per end-user needs. Matrix products offer quality and reliability, comparable with all well established players in the market. All Matrix solutions are 'more in a box' solution with no hidden cost and high customer value for money.

What is your marketing and channel strategy?

We are clearly focusing on enhancing the voice communication strategy for our clients, taking into account the RoI, VoIP solutions for our clients is our main focus.

What is your support strategy?

We have a very clear support strategy, that is to support our partners and our end clients with the best trained VoIP engineers.

Do you think, Matrix products are better vis-a-vis the products coming from Taiwan and China, which are cheaper in nature?

We have worked with some Taiwanese and Chinese vendors for VoIP products as well. But due to the weak after sales support, we have discontinued these products even though they were cheaper. Moreover, the support of these products depends upon the volume of business achieved in any financial year. This is not the case with Matrix, which is full 100% supportive, irrespective of the business volume contributed.

How much growth are you expecting this year?

With the new VoIP policy in India taking a new turn, we expect the VoIP growth in this financial year to be 70-75% more as compared to the previous year. **SME**