



"We are in the process of building a strong portfolio of VoIP solutions"

In conversation with the *DQ Channels*, Vinit Mahulkar, national sales manager, VoIP-IT/networking segment, Matrix Comsec, talks about the company's dominance in the VoIP space and its efforts to build a strong channel ecosystem

How well is Matrix positioned in the VoIP space in the Indian market?

In a short span of 2 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.

created a new vertical called a VoIP-IT/Networking vertical within our telecom domain. Through this vertical, we wish to expand our family by adding partners from the IT/networking channels and system integrators. You can locate a Matrix partner in your region very easily from the company's corporate website, www.MatrixComsec.com

Since this space requires technical skills, do you regu-

understand the importance of training them. Matrix has a dedicated training team. The team proactively schedules training across India, not limited to metros but travelling to the most remote locations also. An in-house training center is located at Vadodara (Gujarat) equipped with all latest training tools and facilities.

What incentive schemes/reward programs do you have for your partners?

We share monthly/quarterly and yearly target incentives with our partners. VDS schemes, discounts for government and key accounts are also offered. Our annual growth summits form the platform to recognize the consistent performers.

Could you articulate your strategies for the Indian market, as far as VoIP is concerned?

Be it any technology, as a manufacturer, Matrix has a common strategy of faster adaption to changing technology and to the evolving customer needs. VoIP is well-positioned as the technology of future. But compared to many developed and emerging markets, the pace of adaption to the technology is decelerated by the stringent regulations in the Indian market.

Anyways, slowly and steadily the user is now on the path of migration to this new technology, as they now better understand the cost and productivity benefits that the technology delivers. So our job is to make customers aware of these benefits as he migrates. We will keep exploring the VoIP technology and its benefits to deliver new, innovative solutions.

How strong is your channel ecosystem in the country in terms of number of partners dealing in VoIP products and solutions?

Matrix has a 500+ channel network. You can find a Matrix partner at every nook and corner. The best part is that majority of them are in the Matrix partner chain since more than a decade now. We have also recently

larly impart trainings to your partners? Please share your training programs and their periodicity?

Matrix is very cautious of the fact that a right solution should reach a customer, in right time and without any installation or operational hassles. As our channel partners form the immediate link to our customers, we

pect in mind. Besides this, we wish to offer segment specific offerings. Our initial efforts will be in the SMB and the defence segments.

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