

Matrix Comsec develops VoIP portfolio

NIVEDAN PRAKASH
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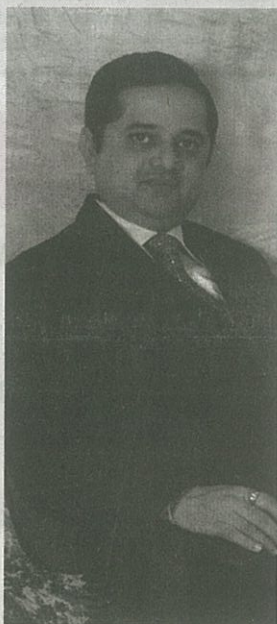
Matrix Comsec, one of the leaders in the telecom and security solutions space in the country, has built a comprehensive VoIP solution portfolio in a short span of 2 years. Apparently, today Matrix is amongst the few solution providers that delivers a broad range of solution in the VoIP segment. The company further claims that these solutions are also at par with the international standards and have been competing with the leading vendors across the globe.

Talking to *The DQ Week*, Vinit Mahulkar, national sales manager, VoIP-IT/networking segment, Matrix Comsec, said, "As a manufacturer of advanced technological products and solutions, Matrix has always been in the forefront for adapting to changing technologies and the evolving customer needs. The same goes for VoIP technology as well. However, compared to many developed and emerging markets, the pace of adapting to any 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 VoIP technology delivers. So, our job is to make customers aware of these benefits as they migrate to VoIP technology. We will keep exploring this technology and its benefits to deliver new and innovative solutions," added Mahulkar.

In order to keep pace

In order to keep pace with the revolutions in the VoIP space, Matrix is looking at putting an extensive network of channel partners in place



Vinit Mahulkar

with the revolutions in the VoIP space, Matrix has built an extensive network of more than 500 channel partners in the country. With the help of such a strong channel ecosystem, the company ensures that its products serve the needs of its customers faster and longer.

"We have also recently 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," said Mahulkar.

Since this space requires technical skills, the company regularly impart trainings to its partners. Mahulkar said, "Matrix is very cautious of the

fact that a right solution should reach a customer at a right time and that too without any installation or operational hassles. As our channel partners form the immediate link to our customers, we understand the importance of training them."

He further stated, "Matrix has a dedicated training team. The team proactively schedules training across India, which is not only limited to metros but even the most remote locations are covered. An in-house training center is located at Vadodara (Gujarat) that is equipped with all latest training tools and facilities."

And in order to ensure that its partners' needs are well taken care of, the company regularly shares monthly/quarterly and yearly target incentives with its partners. In fact, the company's annual growth summit forms the platform to recognize the consistent performers amongst the partners.

Going forward, Matrix is planning to add converged solutions to its solution offerings. "This is the need of the hour, as every customer seems to ask for a single device sufficing for all their needs. Voice, data, video, fax, messages, SMSs and collaboration-they want it all. Each and every new solution of ours will be designed keeping this aspect in mind. Besides, we wish to offer segment specific offerings. And our initial efforts will be in the SMB and defense segments," concluded Mahulkar.