

**BALU G NAIR,
MANAGING PARTNER,
VALENCE TECHNOLOGIES,
COCHIN**

"OUR NETWORK IS WIDE SPREAD"

Telecom market in India is growing by 25-30% in the SME segment says Balu G Nair, Managing Partner, Valence Technologies, Cochin. In a chat with SME Channels Nair talks about the potential Matrix has in the market.



Q Brief us about your company?

Valence Technologies started in 2013, as MSP solely for Matrix Products and are exclusively into channel sales. We have put lot of efforts to groom the channel network by imparting regular training, pre-sales and post-sales support. We have been achieving our goals year after year with an average growth rate of 25-30%.

Q What is your turnover and growth percentage?

Last year our turnover touched Rs. 1.8 crores and has grown by 30%.

Q What is your strength in terms of market reach and others?

We have created a strong channel network across Kerala. Our network is wide spread and has representation in all the cities and towns of Kerala. We also enjoy the support of consultants and architects.

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

We deal in entire range of Matrix products. Matrix being an established player in the telecom domain has more than 500 customers using 50 ports and above. We address to healthcare, education and tourism markets. We also have a large base of hospitality customers with PMS integration.

Q How do you find telecom market in India?

Telecom market in India is growing by 25-30% in the SME segment. SME market, in the last few years, has been driven majorly by Telecoms which has declined this year and the open market has improved resulting in customers making key decision for products which is a positive sign of growth in the market. Also we have a large replacement market which is going to be a sizeable business opportunity.

Q What kind of telecom solutions you have?

Today, apart from point to point voice call over the traditional PBX, market demands innovative technologies like IP Calling, Video Calls, Video Conferencing, Interfaces like PRI/GSM and CTI/CRM which are Telecom solutions.

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

Matrix is SUBSTANCE brand. Substance is in the DNA of Matrix solutions. Substance in the form of technology, depth, genuineness and going beyond the mere outer façade and offer more values in all the areas. This is what differentiates Matrix from the lot. Matrix solutions are packed with More. More productivity, more applications, more flexibility, more functions, more features,

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more cost saving, more reliability, and more support. Matrix positioning is based on offering more of these true inherent values which customers expect from infrastructure solutions

Q What is the potential and challenge for Matrix in the market?

Matrix products have a great potential in SME and large enterprises, housing apartments, hospitality, healthcare and education sectors. Competition with MNC brands is one of the major challenges that we face.

Q What the company needs to do to improve the market share?

More branding activities need to be planned by the company; customer database need to be regularly updated with the new and upcoming products at regular intervals.

Q As a partner what kind of products you want to add this year?

We shall add more telecom and security products bundled as solutions with the existing product portfolio. **SME**