

DEEPAK SHARDA,
DIRECTOR, SHARDA
SYSTEMS & SERVICES
PVT. LTD., JAIPUR
(RAJASTHAN)

MATRIX IS A BRAND THAT STANDS FOR 'SUBSTANCE'



With the growth in the business there is a natural growth in the communication market. Therefore, the partners in the telecom business find it an upward swing for their business also but what keeps them ahead of the curve is how they differentiate their services.

"THIS YEAR, WE WOULD LIKE TO ADD MATRIX SURVEILLANCE & ACCESS SOLUTIONS AMONG OUR RANGE OF PRODUCTS AND SOLUTIONS."

Q Brief us about your company?

Sharda Systems is an ISO & Crisil Certified 25+ Years Old IT Company in Rajasthan.

We have the credit of introducing various new technologies in the Rajasthan IT Market. With the support of Matrix Team, we have learnt the deployment of VOIP & IP PBX, and are now also promoting VoIP Based Telecom Solutions for the last 2-3 Years.

- Remote Branch Connectivity

Q How do you find telecom market in India?

The telecom market is shifting from two wiretelephony to VoIP telephony at a rapid growth. Users have now started realising & understanding the benefits of VoIP over traditional telephony. VoIP is booming and it will soon become the essential component of any telephony solution, be it for small scale or for large enterprises.

Q What is your turnover and growth percentage?

Our current turnover comes up to 1.5 crore every year, with a consistent revenue growth year after year.

Q What kind of telecom solutions you have?

We have telecom solutions provided by Matrix only. We have added a few more value added VoIP products from other vendors and other countries as well.

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

We deal in the following solutions and products:

- IT Based Solutions like CAT6, Fiber & Wi-Fi Based Networking
- IP PBX & VoIP Telephony
- CRM Solutions
- Server - Client Computing
- Building Automation & 3 Tier Multi Apartment Security

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

Matrix is a brand that stands for 'SUBSTANCE' in terms of technology, depth, genuineness and going beyond the mere outer façade & offering more values in all areas. This is what differenti-

ates Matrix from its competitors. It strives to offer MORE in everything it does - technology, applications, functions, features, performance, flexibility, reliability and support. Matrix positioning is based on offering more of these true, inherent values which customers expect from infrastructure solutions.

The company provides specific solutions with heavy focus on quality and customer service. Key differentiators lie in providing pre-sales, post-sales and R&D support. Most importantly, Matrix has an in-house manufacturing unit and R&D Centre to offer quick turnaround for clients.

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

This year, we would like to add Matrix Surveillance & Access Solutions among our range of products and solutions. **SME**