

DES RAJ BALI,
DIRECTOR SUN LINE
COMMUNICATIONS
SYSTEMS

KEY DIFFERENTIATION LIES IN PRE- AND POST-SALES AND R&D

With the growth in the market, business houses are embracing enterprise communications aggressively, which is allowing the partners to add value and sell solutions. Sun Line Communications Systems is one such solution provider who is ahead of the curve. SME Channels spoke to Des Raj Bali, Director of the company to know his perspective. Excerpts.



"SUN LINE'S UNIQUE PROWESS LIES IN OFFERING SOLUTIONS INSTEAD OF PRODUCTS."

? Brief us about your company?

Sun Line Communications Systems is a leading Telecom solutions provider established in the year 2001, managed by professionals having experience of more than a decade in the industry.

Our mission is to understand, plan, and implement the customer's need for digital communication, Networking, EPABX/KTS, PA system, CCTV Security system, FAX, and Convergence Solution - Voice, Video, Data and IP Technology. We aim at offering them with impeccable communication consultancy services and products of international standards. We also work towards providing them with on-site, end-to-end services and help them enhance the productivity.

Our primary focus is on offering 'Communication - Solutions' using cutting edge technologies, undoubtedly brands "Sun Line" with a distinction compared to our competitors. Sun Line's unique prowess to offer solutions instead of products emerge from the specialized skills, hugely benefits our customers.

"Team - Sun Line" brings together the skills and collective experience of personnel with cross-functional expertise, which enables us to deliver

solutions for any complicated business problems.

? What is your turnover and growth percentage?

We have been maintaining a consistent growth percentage. Our turnover is 2 crore with 20-25% of growth.

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

No, these We deal in Communication and Video Surveillance solutions and products.

? How do you find telecom market in India?

Telecom market in India has been witnessing a considerable growth. The transition to digital economy has made VOIP the choice in the telecom market in lieu of Analog communication.

? 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 and offering

more values in all areas. This is what differentiates 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.

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

Being a privileged Matrix partner, we intend to add Security systems to our basket of product offerings. **SME**