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"VOIP HAS LOT TO OFFER"

For Ahmedabad-based Klicksoft solutions focus will be on IP based surveillance products as it feels it has a good demand in the market.

In a chat with SME Channels Jitendra Doda, Partner, Klicksoft solutions, Ahmedabad talks about his plans for the company.



Q Brief us about your company?

Klicksoft solutions is a partnership firm providing IT solutions to end customers for the past 10 years. We have been associated with Matrix Comsec since 2010 for offering VoIP based solutions mainly to system integrators as well as to develop partners for offering the same solutions to end customers.

Q What is your turnover and growth percentage?

Our turn over is about Rs. 1.8 crore and we have grown by 100%.

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

Our key strength is our team who are technically sound to give any solutions on VoIP based technology. We believe in partnering with our partners on knowledge front so that they can offer more to customers out of VoIP technology that is what makes us different from others.

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

We deal in software development, web development, bulk SMS solutions, bulk e-mail solutions, voice logger, call centre setup, EPBAX, IP PBX and VoIP gateways (GSM- VoIP, FXO-FXS- VoIP, PRI etc.).

Q How do you find telecom market in India?

The telecom market in India has always been

good, but with the VoIP technology it has become more interesting as it has become more of market for solution providers rather than merely a box selling product. It is going to grow rapidly as VoIP has lot to offer.

Q What kind of telecom solutions you have?

We have all kinds of telecom solutions one can ask for like any brand, even analog PBX can be made to use for VoIP using our gateways, call center solutions, bulk SMS solutions, IVRS etc.

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, 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?

Potential is huge as VoIP is not popular in India as it should be because only limited applications are legal. Once these constraints get resolved then

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one can think of the market it would be able to cater. I do not find any challenges for Matrix as their well-equipped team knows how to convert challenges into opportunities, so they always have opportunities in the market not challenges.

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

Company needs to educate about their different products of VoIP and its applications to System Integrators who are providing IT and Networking solutions. In fact they are the real partners who understand the products and its benefits for offering to end customers of VoIP technology. Besides, they can also reach out to partners who are doing EPBAX for their Gateway products.

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

Being a VoIP solution provider our focus will be on IP based surveillance products as it has good demand in the market. **SME**