

MATRIX OFFERS DEPTH AND GENUINENESS

Following the rise in the enterprise market, there has been a huge growth in the enterprise telephony market as well. And it has brought in unlimited scope for the channel partners to fulfill the deals. But what has made them distinct from each other is the quality of services.

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ASHOK RAHANE,
PROPRIETOR, UNIVERSAL
COMMUNICATIONS, NASHIK

Universal Communications, a distributors of telecommunication and office automation equipments in Nasik, realizing the potential of the Indian telecom industry embarked into this domain. A fifteen years old player, the company deals in products from various principal companies like Matrix, Hawell, Beetel and BPL.

Ashok Rahane, Proprietor, Universal Communications, says, "We supply, install and provide after-sales service for all these products. We have installed more than 5000 EPABX system throughout Maharashtra. In Nasik we have claimed more than 60% market share."

Apart from Nasik, the company also caters services to some other districts and cities like Dhule, Manmad, Buldhana, Aurangabad, Ahmednagar, Jalgaon, Kolahpur, Mumbai and Pune etc. With the help of efficient and qualified engineers who offer services to customers, the company is able to fulfill the requirements of potential customers. According to Rahane the key strength of the company in terms of market reach is a mixture of talented and senior team experience, technical knowledge, skill and service support provided to the customer.

Universal Communications believes that "quality and service" to be the backbone of any telecommunication and office automation product. "Fifteen years of our dedicated services have rewarded us with satisfied customers who have always trusted and admired our services and products," states Rahane.

The company offers services in different categories

which embrace annual maintenance contract for all type of digital EPABX (AMC), fax machine maintenance, project consultancy, cable maintenance and IVR solutions or voice logger etc.

In the product category, the company deals with IP-PBX, GSM gateway, VoIP, access control, CCTV, video door phone, building intercom, fire alarm, audio & video conference unit, voice loggers, etc. In solution category, the company offers IVR and call center solutions, project consultancy and annual maintenance contracts for all type of Digital EPABX (AMC) etc. and in telecom solution, the company has voice, video and VoIP based telecom solutions.

The reason behind taking up Matrix products and solutions lies in the value that Matrix offers in the shape of technology, depth and genuineness which is considered as its key competitive edge. Besides Matrix products come with huge productivity, reliability and support which can meet the growing demands of customers.

Universal Communications further informs that the principle involves in determining market share and market potential is similar in almost all geographic areas. And in India there is huge market potential. The only concern is the lack of adequate man power which otherwise the company will be able to give 24X7 service and telecom is a sector fully based on service.

Besides, to get a more specific marketing potential, the knowledge regarding the competitors and their strength in the market area is very essential. It also enables the company to estimate how much of the competitors' business can be acquired and

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what will be the market potential of business. He adds, "To garner market share Matrix should emphasize on the manufacturing of middle range of EPABX systems without additional features as some of the customers require a low budget system."

Finally...

Universal Communications with the intension to maintaining its strong foothold in the telecom industry as distributor achieved a turnover of Rs.3.25 crore in the current year, which is an increase of 10 percent over the previous financial year. Universal Communications being a Matrix partner plans to add products like VDP (Video Door Phone), basic phones and ADSL modem in the product portfolio this year. **SME**