

**VINOD SHARMA,
PROPRIETOR,
EXPERT TELECOM,
JAIPUR**

"WILL ADD SECURITY PRODUCTS IN PORTFOLIO"

In the last 4-5 years, enterprise telephony market has grown really big. The reason being that the overall market has grown and the SMEs have started adopting enterprise telephony to enhance their productivity. SME Channels spoke to Vinod Sharma, Proprietor, Expert Telecom, Jaipur to know about his strategy. Excerpts.



Q Brief us about your company?

Established in 2004, Expert Telecom primarily caters to the demand of Dependable Communication Systems and Customer Support. Since then it has been associated with Matrix Comsec, the reputed company engaged in developing and manufacturing world class telecom equipments. Over the years Expert Telecom takes pride in having received the trust and admiration from 500+ of its esteemed customers from large spectrum of industries.

Q What is your turnover and growth percentage?

Expert Telecom has been acknowledged for its outstanding sales performance for the entire range of Matrix telecom products, having secured the first position among Matrix dealers in class B cities during the financial year 2009-10, 2010-11. This year we have achieved a growth of 30% from last year.

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

We keep it quite simple. Being a solution provider we strive to provide innovative ways to support our customer with our skilled and sufficient engineers. We keep trying to enhance the customer experience of Matrix products with our after-sales support.

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

We deal in a wide range of products and services covering conventional SME segment need as well as providing specialized solutions for specific requirements. The products include different models of Digital ISDN switching systems, GSM Gateways, VoIP Gateways, Key Telephone Systems, Voice mail systems, Auto attendant and Group Housing internal communication systems.

Q How do you find telecom market in India?

There is a huge potential for voice products. In the last three years the voice market has grown at a rapid pace with the introduction of ISDN networks facilities by all service providers. Now the time has come when organisations need to implement voice via internet.

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?

The major challenges which we face are relative customer psychology. Most of the customers refer price, and they normally do not evaluate it technically. We have to work hard so as to bring the customer to a platform where they evaluate the product by its capability and not the price or cost.

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

We don't feel apt in justifying our inputs to this question because we are confident in Matrix products, R&D and quality customer support.

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

The concern for security is vastly rising in the customers' mind. Today, most of the customers demand security equipments before investing in any project. So we are planning to add security products into our portfolio. **SME**