

DVCOM

Riding on Each Other's Strength

To cater to the MEA customers' telecom needs, DVCOM has created a balanced portfolio of complementary products and Matrix Comsec is quite well positioned there.

■ WORDS: MANALI MISRA <MANALI@ACCENTINFOMEDIA.COM>



SABU THOMAS
VP-CHANNEL DEVELOPMENT,
DVCOM TECHNOLOGY LLC.
DUBAI.

“Matrix COSEC Time-Attendance and Access Control products are ideal for all customer segments and sizes.”

Established in 2007 as the technology arm of Al Mashka Group, DVCOM Technology, a VAD with multi-vendor offering caters to the entire MENA region with Dubai as its headquarters and offices in Qatar, KSA, Oman, Bahrain, Kuwait, Lebanon, Egypt, Sudan, Bangladesh and India. It has close to hundred partners in the region and around twenty key partners who contribute around 50% of the total sales.

According to Sabu Thomas, VP- Channel Development, DVCOM Technology LLC., Dubai., DVCOM has been aiming to be a partner preferred Value Added Reseller.

The company has an evolving channel partner programme, offer, pricing and support based on tiers, project registration protection as well as other project based discounts.

“We offer specialised trainings to develop their expertise and empower them to grow their business. By off ring demo units and online sales tools, we enable our partners to showcase the products easily to customers,” says Thomas.

As a partner for Matrix Comsec, Thomas adds, “Matrix COSEC Time-Attendance and Access Control products are ideal for all customer segments and sizes – SOHO, SMB, SME and large enterprises.”

And, DVCOM's expectation of sales revenue from Matrix products is ambitious. “In the Middle East (ME), the customers these days prefer a single box solution that offers multiple telephony networks connectivity as an integral part of the solution. Compact and converged platform of Matrix ETERNITY NE / PE series provides integration to POTS, GSM, UMTS and IP networks and variety of user endpoints – Analog, Digital, IP and Mobile extensions. In addition to this the ME market is showing an increasing trend towards different gateways and ATA's. Most of the SMB/SME telecom infrastructure tends to be of blended nature where both PSTN and IP based solution could co-exist,” explains Thomas.

However as a VAD, DVCOM has niche brands like Digium, Snom, Yealink, Draytek, Mediatrix, Valuepoint, Patton, Vu Telepresence and Via-scope on its portfolio. “Our core competency is in

Open source IP telephony based on asterisk and now with Matrix we have a wide range of gateways which complement the end solution,” comments Thomas. DVCOM focuses on road shows, technology trainings and also participates in various expos co-partnered with its partners in various countries.

Its consistent strategy to engage channel partners has yielded good results. In just six months of this year, DVCOM has touched 75% of its last year's business. “Service providers in the region have started showing interest in our product offerings and we have also done POC's with them which have been successful,” says Thomas

FINALLY...

This year DVCOM is excited about Matrix's new innovations in Access Control and Time and Attendance solutions which are comprehensive, modular, scalable and flexible. These products are built on state-of-the-art hardware and soft ware technologies and offer wide range of features which are reliable. ➔