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MATRIX IS A BRAND STANDS FOR 'SUBSTANCE'



Corporates and SMB's are looking for out of the box solution to give Voice, Data & Video solution as an ALL in ONE product. Hence, one has to be on their toes and keep updating oneself with the new technology to sustain in this market.

"TO IMPROVE MARKET SHARE, THE MOST IMPORTANT POINT IS TO PROVIDE BEST AFTER SALES SERVICE TO OUR CLIENTS."

Q Brief us about your company?
We are one of the oldest channel partners of Matrix, since 1995. Along with Telecom solutions, we have now added Security Solution. Apart from Matrix products, we also deal with Office Automation of Panasonic for our clients across Punjab.

in Matrix Telecom Solution.
Q How do you find Matrix products in terms of its advantages vis-à-vis other brands?

We are with Matrix since 1995. We decided to go with the Security solution because we know the quality of Matrix products. All products are best in quality.

Q What is your turnover and growth percentage?
Our turnover in the last financial year was around 25 Lakhs, with the annual growth percentage ranging from 15% to 20%.

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.

Q What kind of solutions and products you are dealing in?
We deal in Matrix Telecom and Security solution (EPABX, IP Surveillance and Biometrics), Agni and System Sensor Fire alarm System, Panasonic for Office Automation.

through our products and solutions. To achieve this, we will need to create a flexible strategy that can respond to changes in customer perceptions and demand. It may also help us to identify completely new markets that we can successfully target.

Q What kind of telecom solutions you have?
Matrix Telecom Product is more reliable and robust, with an excellent solution. So, we only deal

Q What is your strength in terms of market reach?
We aim at meeting customer needs and building a long term and profitable relationship with them

Q As a partner, how are you gearing up with the latest market trends? What kind of excitement do you see among your customers?
Customers want new and reliable technology for which they search for a good brand. We are adapting various strategies so that we will best in market in terms of products and services.

Q What kind of benefits you are getting for being MATRIX COM-SEC's partner?
We are getting the best support from Matrix in both Telecom and Security segments. **SME**