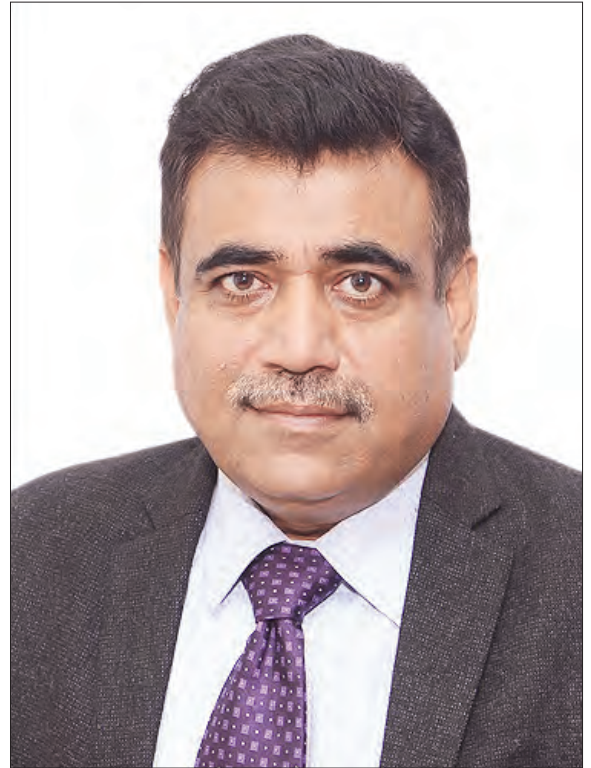


**VIKAS GIRDHAR,
DIRECTOR, NEWVIK
TELESERVICES, NEW
DELHI**

MATRIX OFFERS SUPPORT TO ITS PARTNERS ON ALL THE ASPECTS OF MUTUAL BUSINESS.



"THIS YEAR WE WOULD LIKE TO ADD DATA, VIDEO CONFERENCING AND CLOUD SOLUTION."

Good to see India is growing in this decade and voice solutions business is thriving too. Delhi based Telecom solution partner Newvik Teleservices sees it an opportunity. SME Channels spoke to Vikas Girdhar, Director, Newvik Teleservices, New Delhi to know his strategy. Excerpts.

? Brief us about your company?

NEWVIK TELESERVICES has a vast experience in Voice Solution business. We are one of the leading solution providers with a long association of around 15 years with MATRIX for their complete range of Telecom, GSM, IP, Access Control solutions. Our main focus is to provide our valuable clients with the best of solutions and services they deserve. We firmly believe in quality and value for money. Our friendly and cooperative backend, field service and sales staff promises to make your experience a memorable one.

? How do you find telecom market in India?

Telecommunication has supported the socio-economic development of India and has played a significant role to narrow down the rural-urban divide to some extent. It has also helped increase the transparency of governance with the introduction of e-governance in India. The government has pragmatically used modern telecommunication facilities to deliver mass education program for the rural folk of India.

? What kind of telecom solutions you have?

We have telecom solution such as IP-PBX, Gateways and GSM Products.

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

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.

The company provides specific solutions with heavy focus on quality and customer service. Key differentiators lie in providing pre-sales, post-sales and R&D support. Most importantly, Matrix has an in-house manufacturing unit

and R&D Centre to offer quick turnaround for clients.

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

This year we would like to add Data products, Video Conferencing solutions and Cloud solution.

? What is your strength in terms of market reach?

Our key strengths are Quality, Reliability, Competence and Openness.

? As a partner, how are you gearing up with the latest market trends? What kind of excitement do you see among your customers?

As latest trend in the market we have seen, our customer to develop from Analog system to Hybrid and from Hybrid to IP. We are fascinated with the talks on Cloud technology for EPBX and hope we will grow with our customers along with the latest converged technology solutions. **SME**