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"THE NEXT FIVE YEARS IS VERY STRATEGIC IN TELECOM"



After the announcement of 100% FDI in telecom segment Hyderabad-based Vigilant Technologies is expecting more competition in coming days. In a chat with SME Channels its director Vinay Jadhav talks about how this announcement will change things in the market.

Q Brief us about your company?

VIGILANT is a leading IT & telecom service provider with an experience of ten years, having innovated in the field of IT/telecom & networking solutions. Our proficiency lies in blending knowledge, experience and innovations for delivering quality solutions at par, with global standards. A commitment we achieve with our dynamic team of engineers, working in unison with the research and marketing divisions. We have a strong foot hold in enterprise voice and data services with over 200 satisfied enterprise clients.

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

Our strength lies in our people, hence we believe in keeping both our direct sales team and indirect sales (Channel partners) updated on the technology, changing market dynamics. Besides this, we bring utmost synchronization with our backend sales and front sales team resulting in effective market penetration.

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

We provide end-to-end telecom solution, design and deploy large telecom networks, telecom consultation etc. Our turn over is about Rs. 3 crore.

Q What kind of telecom solutions you have?

We provide enterprise telecom services which include, basic PBX, IP-PBX large telecom networks like MPLS, converged solution, call centre solutions, international telephony etc.

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?

One of the main advantage of Matrix is its wide spread partner network. Besides this Matrix today offers wide range of products which very few companies offer. This combination of

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products makes the killing propositions. The challenge is that the telecom industry is changing drastically with many competitions creating their base in India. Matrix has to stay ahead by introducing enterprise unified communication features.

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

The company has a lesser presence in the IT industry, as this segment demands more collaborative, converge and unified communication solutions. Matrix today has collaborative and mobility solutions but require working on tighter integration of this solution; bring in integration with outlook, Lync etc.

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

As already mentioned our focus is to provide end to end ICT (Information and communication technology) solutions. We are working in to introduce intelligent endpoints, also in a road map to provide one stop solution for enterprise Voice and Video. **SME**