

Matrix Announces Strategic Partnership with Drishti-Soft to offer Cost-Effective, Reliable and Value added Services in the Call-Centre Industry

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Drishti- Soft Solution, the company behind Ameyo, the award winning IP based communication solution provider and Matrix Comsec, a leading manufacturer of VoIP products such as IP-PBX, IP-Servers, VoIP Gateways and IP Phones, jointly announced successful interoperability testing and partnership alliance of Matrix VoIP Gateways with Drishti Call Centre Solutions.

The global customer base of Matrix VoIP solutions ranges from leading manufacturing enterprises, corporate and hotels to various size call centers. To further strengthen the position in the call center industry, Matrix Comsec recently tested and integrated the range of VoIP gateways with the contact center solutions from Drishti, India.

Mr. Sachin Bhatia, VP- Business Development, Drishti-Soft says - "Today's competitive business environment, where success is measured in terms of customer service and customer experience, customer interaction has become the crucial pivot for driving business. To enhance on this and provide added differentiation to businesses, we were looking for a reliable connectivity technology to connect with our communication solution, Ameyo. Matrix, with its extensive experience in Telco and VoIP domain, will enable us to widen market reach to serve more comprehensive set of enterprises and contact centers."

"Matrix has developed a fine range of IP-PBX and VoIP Gateways to suit the requirements of all types of inbound, outbound and blended call centers. To increase the customer value, we have identified the need to offer more opportunities to call centers to increase their efficiency and productivity through better call center solutions." said Sajeev Nair, Manager-Product Management for Matrix Comsec.

"Matrix VoIP products are loaded with advance features for PSTN, GSM/3G and ISDN network connectivity offering more opportunities to call centers to achieve cost optimization and high level of customer satisfaction. We look forward for a long association with Drishti-Soft through our strategic alliance. "continued Sajeev.

ABOUT MATRIX COMSEC

Established in 1991, Matrix is a leader in Telecom and Security solutions for modern businesses and enterprises. An innovative, technology driven and customer focused organization; the company is committed to keep pace with the revolutions in the telecom and security industries. With around 30% of its human resources dedicated to the development of new products, Matrix has launched cutting-edge products like IP-PBX, Universal Gateways, VoIP Gateways and Terminals, GSM Gateways, Access Control and Time-Attendance Systems, Video Surveillance System and Fire Alarm Systems. These solutions are feature-rich, reliable and conform to the international standards. Having global foot-prints in Asia, Europe, North America, South America and Africa through an extensive network of more than 500 channel partners, Matrix ensures that the products serve the needs of its customers faster and longer. Matrix has gained trust and admiration of more than 3,500,000 customers representing the entire spectrum of industries. Matrix has won many international awards for its innovative products.

To find out more about Matrix's products and to learn more about the various solutions offered by Matrix to optimize business processes through effective communication solutions, visit the company website, www.MatrixComSec.com

ABOUT DRISHTI

Drishti is a leading provider of Contact Centre Software and Enterprise Communications Applications. Drishti offers communication solutions that empower enterprises to dynamically manage Business Processes, Interactions, Workforce and Service Levels on emerging Unified Communications (IP Telephony, Unified Messaging, Conferencing, Presence Sharing and Application Collaboration), SOA (Service Oriented Architecture) and SaaS (Software as a Service). Cutting-edge technologies from Drishti have been designed to add value to the business and pave way for a structured growth. Visit <http://www.drishti-soft.com/> for more information.