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## MATRIX STRIVES TO OFFER 'MORE' IN EVERYTHING

Telecom market has witnessed a sea change, especially in the enterprise market that drifted from trunks and Analog PBXs to IP Telephony. Moreover, it is good to see that even the SME segment is catching up with new technologies.



### **?** Brief us about your company?

We are into providing a bundled package blending Telephony and Security solutions to our esteemed clients.

### **?** What is your turnover and growth percentage?

Our growth consistently clocked double digit and we are set to cross Rs.25 Million in the current fiscal.

### **?** What kind of solutions and products you are dealing in?

We offer Enterprise Telephony solutions and Digital Security solution addressing SOHO/SME Market as well as Large Enterprises.

### **?** What kind of telecom solutions you have?

We are into providing VOIP/IT networking specific to telecom solutions. We are one of the early practitioners even in the era of rampant usage of Analog trunks and Analog PBX. By partnering with Matrix, we are able to deliver state-of-the-art Unified Communication solution besides providing their Office-in-a-Box solution, which is a major hit.

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

We have been in the communication and security business for over two decades and at some point,

we have seen multiple brands doing the rounds, besides Matrix. But thanks to the strong R&D team and futuristic vision of Matrix, we have seen product innovation that beats the competition. On providing bundled package of both communication and security solutions, Matrix is certainly a face in the crowd.

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.

### **?** What the company needs to do to improve the market share

Demand and high brand preference from end users is the key to gain market share and win in this competitive market. While we as channel partner bridge both end user and vendor, Matrix needs to focus on brand and cost besides providing state of the art technology.

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

We believe in the convergence of technologies that is shaping up today's communication and security domains. Besides Digital Security solutions and Business Communication solution, we would be keen to explore how convergence can enable early adoption of IoT at offices and home.

**"ACCESS TO EMERGING TECHNOLOGY, QUALITY TECHNICAL SUPPORT AND THE MUCH NEEDED MARKETING DRIVE ARE SOME OF THE MAJOR BENEFITS WE REAP FROM BEING A MATRIX PARTNER."**

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

Market witnesses the entry of Next-Gen entrepreneurs, who are tech-savvy. Even the traditional business community is quite keen to adapt to the emerging technologies. As everything is getting bundled into mobility solution, we are also moving towards adapting the market trend.

### **?** Can you give some important tips for your peer group aspiring to take up VoIP into their portfolio?

Small and Marginal Enterprises have slowly started to move away from the traditional PBX systems. As existing LAN is used for VOIP, which brings in lower operational costs, is a smart choice firms are making. We feel that our peers will have no reason for not offering the best to their clients. **SME**