

**K.RAMESH BABU,  
BUSINESS HEAD,  
SELECT ENGINEERING &  
SYSTEMS, HYDERABAD**

# INNOVATION SET APARTS MATRIX FROM OTHERS

It is a growing market for IP Telephony & Unified Communication solutions. Most of the enterprise customers are shifting from hardware to a software and services business model, which creates lot of opportunities in the Enterprise Telephony segment.



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

Select Engineering & Systems is a professionally organized company established in 1996. We are the leading channel partners for Matrix along with Blue Star, Siemens and Polycom. We are having a strong team of 200 people and 8,000 Sq. ft. corporate office located in the Nagarjuna Hills, Hyderabad.

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

Our company's annual turnover is Rs.25 Crore and we are expecting a growth rate between 10% - 15%.

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

We deal in Matrix Telecom solutions along with that of Siemens. We also deal in Blue Star air conditioning solutions and audio/video conferencing solutions by Polycom.

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

Matrix products are very good in terms of technology along with being stable and feature rich products. Matrix products and solutions are offered at very competitive prices. Some of the features offered with the Matrix products and solutions are very innovative, like integration with walkie-talkies, SMS Gateways, UC solutions with Built in Call Recording..

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

I feel Matrix needs to indulge in more brand promotional activities to make a mark in the enterprise markets. There is a huge potential for UC solutions in enterprise customers and our products should address all UC needs of enterprise customers so that we can easily capture the enterprise market.

## **Q** What is your strength in terms of market reach?

We believe in offering best products and solutions to our customers. We educate customers on how the products and solutions offered by us will help them in improving their business process and better fulfill their customers' requests, enhance satisfaction and establish a trustworthy relationship with the customers.

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

We are proposing more and more UC solutions for our customers, who will make the communication more effective and save a lot of their productive time and teams can work more efficiently. Many businesses have multiple locations (branches, sales offices, etc.) and with our products and solutions we can make it easier for our customers.

**"MATRIX PRE-SALES AND POST-SALES SUPPORT TO PARTNERS IS EXCELLENT AND GIVES LOT OF CONFIDENCE TO PARTNERS AND CUSTOMERS."**

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

Implementing VIOP solutions in any organization will have a lot of advantages like VIOP solutions are always Scalable and Flexible, Lower Operational Costs, Improved Customer reach, Improves team productivity with real-time UC features, Collaborative Team Work, Mobility Feature for Employees, Conferencing and Messaging, Reduce mobile charges through desktop computer extension while in a different state or country, Use Multi-party Audio Conferencing and Drag and Drop Transfer for enhanced productivity leading to higher ROI, One Office – One Number, Seamless connectivity to office employees even when on the move and All contacts will be in a single location with Corporate Global Directory Integration for easy access. **SME**