

**MANISH JOSHI  
PARTNER, A R  
SOLUTIONS, BHOPAL**

# MATRIX GOING BEYOND MERE OUTER FACADE & OFFERS MORE VALUES

No doubt, Telecom market is growing a fast pace and we think that there is no alternate of wired line technology in India. Now days, many global companies are entering the Indian market but they are also facing lot of challenges with Matrix due to the strong acceptance of brand and faith the company has established with its customers backed by prompt through its dedicated channel partners spread across the globe.

**Q Brief us about your company?**

We entered in this business in 2016 and would like to thank the management of Matrix for trusting on us and giving us the opportunity of promoting Matrix "Telecom and Security" solutions in Bhopal. We started this business with a small capital, of not more than 2-3 lacs, along with two support staff. We haven't looked back since and work towards having our business reach new horizons, with a vision of becoming one of the leading partners of Matrix.

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

As this is our second financial year in business we have plans to achieve a growth of 40-50% this year.

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

Telecom and Security products are the key to our business. We deal exclusively in Matrix products, mainly owing to the vast product range and backend support. Matrix products are world class in terms of features, reliability & design. Considering global competition with MNC players, customers can also get similar technology in competitive prices offered by a company with the policy of Make in India.

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

We deal solely in Matrix products starting from SOHO to Large Enterprise products as we have

to cater the product from all segments. After the launch of Matrix GENX/MENX/LENX, we hope we will be able to serve entire solutions, from Trunk to UC, all in a single box.

**Q 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 & 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.

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

Already Matrix is present in most of the small towns of the country. Now, time has come encourage or add more and more young entrepreneurs in their profile.

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

Currently we don't have any plan to add more products in our portfolio except for that of Matrix.

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

Our trustworthy customers are our real strength who have shown their trust in us and offer busi-



**"REGULAR TRAINING SESSIONS FROM MATRIX KEEP US UPDATED ON TECHNOLOGY AND GIVE US A COMPETITIVE EDGE OVER OTHERS PLAYERS IN THE MARKET."**

ness possibilities in their company.

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

Customer expectations are increasing day by day and prospective buyers now have knowledge of brands, features and prices. Decisions are taken after complete market survey, so we need

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

IP-PBX technology includes advanced communication features, like voicemail to email, but also provides scalability and the ability to connect to traditional PSTN lines, so there is no need to change carriers. The GUI of Matrix IP-PBX is much more user-friendly than other PBXs and customers do have an advantage of saving their cost on communication. **SME**