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# UNMATCHED QUALITY, AFTER SALES SUPPORT DIFFERENTIATE MATRIX



Telecom market is witnessing a steady growth over the last few years in terms of adoption of IP-PBX, IP-Gateways and IP-Phones. Apart from the momentum in the market for IP-Telephony, there still exists a considerable market for lower end products, especially in the small and medium enterprise segment.

**Q Brief us about your company?**  
M/S Unigate Technologies is an integrated technology solutions company functioning in the Enterprise Communication, Electronic Security and surveillance and IT-Networking domains. Unigate Technologies, with its core capabilities across diverse technology platforms, fine human resource compliances and commitment to quality and support, facilitates the delivery of best in class solutions resulting in customer satisfaction. We offers a proven platform to meet customer needs and provide tools for improving productivity and efficiency ensuring a tangible return on customer investment. WE are authorized channel partner for Matrix and a few other companies.

**Q What is your turnover and growth percentage?**  
Our turnover in the last financial year was 62 Lakhs with an annual growth percentage ranging from 25% to 30%.

**Q What kind of solutions and products you are dealing in?**  
We, M/S Unigate Technologies deal in Telecom

solutions, Time-Attendance and Access control solutions, Electronic security and surveillance solutions and Networking solutions.

**Q What kind of telecom solutions you have?**  
We have a complete range of telecom solutions like IP, GSM, ISDN and Analog products. As far as telecom solutions are concerned, our first suggestion to customers is Matrix, mainly because of its reliability and after sales support.

**Q How do you find Matrix products in terms of its advantages vis-à-vis other brands?**  
Now customers are price sensitive but value conscious. Matrix perfectly fit into this segment. Matrix products are value for money. The key aspects which differentiate Matrix over other brands are product quality and after sales support. Whatever the market conditions, Matrix never compromises on product quality.

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

**“MATRIX COSEC MADE US A NATIONAL VENDOR FROM LOCAL VENDOR. CUSTOMERS PRESSURIZE US TO SUPPLY THE SAME PRODUCT ACROSS INDIA.”**

Companies can increase market share through innovation and strengthening customer and channel partner relationships.

**Q As a partner what kind of products you want to add this year?**  
We wish to add fire alarm products and strengthen IT-Networking segment this year.

**Q What is your strength in terms of market reach?**  
Our strength in terms of market reach is our after sales support. Our approach towards our channel partners also helps us to reach the market fast.

**Q Can you give some important tips for your peer group aspiring to take up VoIP into their portfolio?**  
There is a steady growth in VoIP solutions. Existence of a telecom player will be measured in terms of their capability to provide VoIP solutions. **SME**