



“ Market is evolving from standalone device to converged solutions ”

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Q. In your opinion, what is the state of security industry in India and what is the trend you see in the space?

Fear of insecurity/uncertainty is driving the industry and home segment to install Surveillance and Access Control in important locations. Market is evolving from standalone device to converged solutions where all equipments are integrated on a single platform. Market awareness on IP based solutions are increasing and customers are looking for customized solutions rather than out of box inbuilt solutions.

Q. Which market are you targeting?

We target State Govt., PSU, Hospitality, Manufacturing, SME and Retail.

Q. What are the various security related products that you offer?

Presently we are offering Surveillance and Access control.

Q. What is the advantage of Matrix products vis-à-vis the competition?

Matrix is SUBSTANCE brand. Substance is in the DNA of Matrix solutions. Substance in the form of technology, depth, genuineness and going beyond the mere outer façade and

offer more values in all the areas. This is what differentiates Matrix from the lot. Matrix solutions are packed with More. More productivity, more applications, more flexibility, more functions, more features, more cost saving, more reliability, and more support. Matrix positioning is based on offering more of these true inherent values which customers expect from infrastructure solutions.

Q. What is your marketing and channel strategy?

We believe in long-term relationship and empowering every individual who would like to start an enterprise in his/her own capacity and building capacity through sustained training and supporting in closing every opportunity irrespective of the value of the deal and build confidence among the partners. We are also having one to one meeting with existing partners creating awareness on our offerings.

Q. What is your support strategy?

Since inception our organisation drive is to have structured procedure of installing and after sales service thus eliminating repeated support calls from the customer. If the customer

is satisfied with our installation and training process of educating their IT team to manage basic requirements then we receive their appreciation and more references. We are also in the process of empowering our partners to build their own support team.

Q. What are the challenges that you are currently facing in India?

The uncertainty in political scenario for long duration of period in the Centre and many States has actually slowed the demand for up-gradation of existing nonfunctioning systems. However, currently the mood is shifting and we can see the changes in all spectrum. Adaptation of any new technology is very slow in India because of the cost barrier.

Q. What kind of plans and expectations do you have for this segment this year?

We are new to the industry and our priority currently is building our infrastructure and empowering our partners. We are in a very nascent stage to predict anything very concrete. But expect to achieve our initial plans of building a strong channel partner base as well as create awareness on our offerings. **ISR**