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# “Customer Satisfaction with Technically Expert Engineers is Highly Important”

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

Enterprise and SME Customers are more concerned with security/surveillance for safety of their employees, intellectual property and infrastructure. As enterprises and SME customers are having good IT infrastructure they are looking for IP products like CCTV Surveillance, Centralized Time-Attendance & Access control to enhance their productivity with minimum manpower.

## Q. Which market are you targeting?

As everyone is aware that Pune is Automobile/Automobile component and an IT Hub, we are focusing on IP Surveillance & Access Control solutions.

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

We offer Matrix IP Surveillance & Matrix COSEC, which is a single Solution for Time-Attendance, Access Control,

Cafeteria Management and Contract Workers Management.

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

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. Matrix positioning is based on offering more of these true, inherent values which customers expect from infrastructure solutions.

The company provides specific solutions with heavy focus on quality and customer service. Key differentiators lie in providing pre-sales, post-sales and R&D support. Most importantly, Matrix has an in-house Manufacturing Unit and R&D Centre to offer quick turnaround for clients.

## Q. What is your marketing and channel strategy?

Our marketing strategy is to focus on Trunk Key projects, with the help of architects, consultants and system integrators.

We are targeting existing customers to upgrade their systems and provide them with a new product range. We are also aiming at educating customers with new products, design and strong and cost effective solutions.

## Q. What is your support strategy?

Support is the Key to our business success. Customer satisfaction with technically expert engineers is highly important. We always keep our staff updated with new product/upgraded features with the help of Matrix technical training programs.

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

The biggest problem is poor telecom & transport infrastructure. **ISR**