

## “Our support strategy is to offer ‘Prompt & Timely’ support to our customers & channel partners”



Mr. T. Srinivas,  
Head sales and Support,  
Vizag communications,  
Vishakhapatnam

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

The security industry in India is growing faster and is sure to gain momentum over the years. IP-based solutions' being the major trend, in India IP-based surveillance market is expected to grow year on year. The other trends seen in the security and surveillance industry are the customer's preference for integrated solution, preference for low cost but feature rich products, along with advanced technology, now days customers give importance to aesthetics of the product.

### Q. Which market are you targeting?

We target markets like PSU banks, Educational institutes, Software and Hospitality industry.

### 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?

Our marketing and channel strategy is to know the client requirement & then suggest the right product and solution which aptly fits his budget.

### Q. What is your support strategy?

Our support strategy is to offer 'Prompt & Timely' support to our customers & channel partners. We ensure that our support engineers are technically skilled and updated.

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

Lack of customer acceptability of quality product due to price and low awareness about value deliverables are the major challenges faced by this industry.

### Q. How much of growth are you expecting this year and are you also expecting any business from the overseas market?

We are sure we have done better than last year & we expect a growth of 20 to 25% in the current year. ■