

“Support is the mother of all sales”



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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?

Security Industry has become more active than ever. It is no longer a passive industry, mere monitoring has become more preventive and productive. The entire structure has become more flexible, interoperable and more sustainable. Best part is all the monitoring and control has come in the form of a mobile app, so that we can get to know each and every update.

Q. Which market are you targeting?

We target Multi-location (Branch) Offices, Process, Chemical, Automobile, Engineering & IT Industries, Company, Retail Showrooms & other Infrastructure projects.

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

We offer Home, Office and Industrial Automation, which caters burglar alarms, fire alarms, security intercom, security guard monitoring and video surveillance.

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

Matrix is a truly honorable brand. Honor is the DNA of Matrix solutions. Honor in the form of Precision, Fair Practice, Genuineness and Comprehensiveness. This is what differentiates Matrix from others. Matrix solutions are packed with 'More' - More features, More applications, More flexibility, More functions, More Deliverance, More cost effective, More reliability and More fulfillment. Matrix positioning is based on offering more of these true inherent values, at the end of the day customer who expects More gets More.

Q. What is your marketing and channel strategy?

Advertising on social media - (Facebook, Twitter, LinkedIn, etc.), Promotional and Application Mailers on Several Classifieds, Weekly WhatsApp broadcasting to existing customer and regular meeting with Contractors, Consultants and Architects have served as the best marketing and channel strategy for us.

Q. What is your support strategy?

Support is the mother of all sales; repetitive sales happen only through support. We have a pro-active support team to serve the comprehensive needs of the customer

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

In India market has become cost sensitive with more competition in security space, which in turn has reduced the profits and given rise to excessive delays in payments.

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

We are planning to conduct regular road shows, open house and end-user trainings. Furthermore, we are working on innovative ways to cater new segments and evolving applications.

