

“Matrix Solutions are packed with more. More productivity, more applications”

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**V. Durga Prasad, Director,
The Advanced Communication
Systems & Services Hyderabad. (A.P.)**

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

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trend of installing CCTV cameras in public places is gradually increasing.

Q. Which market are you targeting?

We are targeting Commercial, Industries, Hospital sector and Residential complexes for their security.

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 generate enquiry through creating product awareness among targeted prospects, strong references by keeping the existing customers satisfied prompt service, and updating them with latest technology. We focus in generating a strong channel team through proper training, motivation as timely availability of stock.

Q. What is your support strategy?

We have a strong after sales support; conduct training sessions at regular intervals and are equipped with technically trained manpower for prompt assistance and support.

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

Products not adequately suitable for local power supply and power hazards. There is also less awareness of electronic security among masses.

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

This year we are planning for approx 2 times growth. We expect to generate good business from the IT & Industry projects of Andhra Pradesh. ■