

ValTouch remains committed for providing quality support to all its customers



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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 is gaining importance than ever before and is a fast growing industry in India. Under present circumstances we are in, security has become a domain which no person or entity can neglect, whether it is of industrial, commercial or residential sector.

No doubt the necessity for security at levels is growing steadily, in turn leading to better awareness among public in general. People are always looking forward for new technologies which can add value but remain simple and easy to use. Currently Wi-Fi and IP devices are gaining momentum due to their ease of use and accessibility from anywhere in the world - as we embrace 3G and 4GS Technologies.

Q. Which market are you targeting?

We are targeting MNC's, Education industry and Residential apartments offering them the right solution to meet their security needs.

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 have our own strategy in building channel partners. Currently we are building relationship with architect's and interior designers. As we are in the service industry, it is always essential for us to meet client's requirements with the right solutions. Good references from existing client, aggressive online-presence, cross references through other companies of the Bhoktum group (parent entity), are some of the marketing approaches that we have.

Q. What is your support strategy?

ValTouch remains committed for providing quality support to all its customers. We have very good support from MATRIX to fulfil this obligation with customers. MATRIX is providing essential training for both pre-sales and post sales activities at regular intervals. This is contributing well and benefiting our technical team to provide quality support for customers.

We have a dedicated HOT line number with qualified trained engineers with the right processes in place, to assist our customers..

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

Residential and Non IT segment is lacking an awareness needed for the thrust to have security in place. In addition, lack of technical awareness of products has some challenges. Lack of awareness and interest in having AMC's in Non IT segment also remain a challenge.

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

Currently we are targeting Companies with multiple branches and partnering with right entities covering residential segment to cater our solutions without compromising on the quality. We are expecting 100% growth this year and target to explore the Middle East region.

