

“Security is the need across all verticals; We endeavour to cater to almost all the sectors”



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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?

India has a huge market potential for security products as equipment's which once were considered a luxury have now become a necessity. With innovations & advancement in technology where need for centralized monitoring, video analytics and IP based Access Control trend is now moving towards giving customized solution.

Q. Which market are you targeting?

Security is the need across all verticals; we endeavour to cater to almost all the sectors. However, primarily our clientele includes corporates, multinationals, real estate customers, educational institutes along with growing SME market.

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

We offer wide range in Analog and IP security solutions for surveillance (DVR, HVR, NVR, Enterprise software) and Access Control (Time and Attendance, RFID, fingerprint, palm vein and iris scanners) which we customize as per the client needs and help them achieve the result they are looking for.

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?

TO deal with the customer directly where possible so that we get the right pulse of their requirement and budget. We strongly believe in references from existing customers and also thrive to enter unexplored markets where Matrix products can make a huge difference to customers security infrastructure.

Q. What is your support strategy?

With quick turn around by our competent engineers (trained to the core) and online support, we ensure that customer relationship strengthens over a period of time.

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

Security is the most unorganized sector in India. Also, there is a stiff competition from products that promise to have great features but fail to deliver on quality and end result. Hopefully, now with market players like Matrix and greater customer awareness the trend is changing where demand is more for quality and getting the right solution.

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

There is a year on year growth in this vertical and we believe security segment with increasing penetration of IP range of products and ever growing internet infrastructure is likely to grow manifolds. ■