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# “Focus has shifted from the features available in the products to its applicability”

in close loop with architects and consultants is a priority.

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

The major offerings include Access control, Gate Automation products, Intrusion Alarm system, CCTV Surveillance, Video Door Phones, MAVDP, Guard Tour Solutions, Elevator Access Control system etc.

### 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 & 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 are focusing on a lot of mailing activity, we have a calendar pre decided for the products and solutions we want to send to our customers and partners. Being in constant touch with the old clients seems to be the best tool. To gain new clients we have been actively pursuing listings on almost all talking yellow pages like Just dial, Sulekha etc. Building up a strong AMC base has been really useful to have regained customers and for getting repeat orders, we hope to continue doing the same and wish it will reap the same amount of dividends.

### Q. What is your support strategy?

We have a very good support infrastructure in place with a great leader and a technical skilled team. With efficient use of CRM and processes we try to ensure minimum hassles for our client. Lately, we have come up with a remote support team which has helped us to ensure swift resolution of complains and has brought down the average completion time of complains. When the customer readily gets to speak to an engineer most of the problems are solved there and then. With timely preventive maintenance visits we can ensure timely checks to prevent problems & resolve customer queries, this wins a lot of customer confidence.

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

Plethora of CCTV Surveillance companies and cheap Chinese manufactured goods which are low on quality and low on prices have spoilt the market and hampered the margins. It's difficult for a customer to understand the difference by just seeing the hardware. In some cases customer regrets the decision after purchasing due to lack of prompt service received for solving issues in the product. I think company like Matrix has gained reputation for having able to deliver technically advanced products with great stability and prompt support which has gained it quite a distinction in the market.

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

In the coming year we expect a minimum 35% YOY growth. We are in the process of scaling up our team and resources to match up our projections & achieve it. ■

### 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 growing at a rapid pace. And the industry sees new products and new technologies coming by each day. With the developments happening in and around us, requirement of security products is strengthening rapidly. From being a “push market”, it's now switched to a “pull market.” Customers are gradually aware of the offerings. Requirements have shifted from standalone solutions to converged and integrated solutions. Focus has shifted from the features available in the products to its applicability in different scenarios as per customer requirement.

### Q. Which market are you targeting?

We have been working in almost all segments from large enterprise to retail customers. However with the passage of time we see very good opening and value in SME. For this SME segment over and above products they require a solution to be designed. Many customers would not be aware of the exact requirements and so our role doubles up as an advisor/consultant and then as an implementation team. So our value added services initially begin with building up and deciding the customer requirements, explaining the applications of products & solutions and its usability in various scenarios and then ultimately commissioning the project as per the solution designed. Working