

# “Industry trends towards one stop shopping in the commercial and industry markets”

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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?**

Although, the Indian Security Industry still has a long way to go to match the standards of the developed world, the Indian Security industry is observing a rapid growth.

Industry trends towards one stop shopping in the commercial and industry markets as customers seek to decrease their systems integration costs, and are moving from analog to digital.

**Q. Which market are you targeting?**

We target corporate sectors with a special focus on Hospitals, Manufacturing Industries and Educational verticals.

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

We offer IT Security like Firewall, IP surveillance, Biometric Time-Attendance and Access Control systems.

**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?**

Our marketing strategy is to develop system integrators and provide intense training to dealers, partners and customers regarding existing solutions, technologies and upcoming products.

**Q. What is your support strategy?**

Make employees an integral part of the strategy, resolving complaints quickly, seeking customer feedback and market the customer service strategy.

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

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

We are happy to say that we have a good customer base in Andhra Pradesh and Telangana and we are seeking to improve our network in Karnataka. 