

“Matrix is SUBSTANCE brand. Substance is in the DNA of Matrix solutions”



**Mr. Subhash Bajaj, Director,
Advantedge Technologies Pvt. Ltd.,
Mumbai**

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

Thanks to various threat perceptions, the security industry is set to grow by leaps & bounds. What we are witnessing is only a tip of the iceberg & there is tremendous potential for growth.

Q. Which market are you targeting?

Our focus has always been on SMBs & Corporates. Our strength is offering solutions to the BFSI & Retail industry.

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 focus is end users and we target them thru direct mailers and personal visits.

Q. What is your support strategy?

After-sales-support has and will always be an integral part of our business and we ensure that the clients are serviced within 24 hours.

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

The biggest challenge that we face is new client acquisition and availability of skilled manpower. Client payment schedules also add to the challenges that most vendors face.

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

Our focus is the domestic market & we hope to grow by 100% this F.Y. ■