



**Mr. Vikas Agarwal, Director
Hitech Solutions, Guwahati (ASSAM)**

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

The security industry is growing rapidly in India. Organizations are looking forward to enhancing security through surveillance solutions, bearing in mind organizational and employee safety. Solution wise, the market is moving from analog to IP solutions with Web based applications and Centralized Monitoring System. Quality solutions with maximum use of IP Technology are in demand as compared to regular lower-end solutions.

Q. Which market are you targeting?

We have been in the Telecom & Security business since 2006 and more than 60% of our business comes from Government

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& Education. Hitech provides solutions in the field of security, focusing on Manufacturing, Government, Education, Health and Retail showroom.

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

Being a Matrix Partner we offer IP Video Surveillance, Time Attendance & Access Control solutions.

Q. What is the advantage of Matrix products vis-à-vis the competition?

Matrix is a brand that stands for 'SUBSTANCE' in terms of technology, depth, genuineness and going beyond the mere outer façade & offering more values in all areas. This is what differentiates Matrix from its competitors. It strives to offer MORE in everything it does – technology, applications, functions, features, performance, flexibility, reliability and support. Matrix positioning is based on offering more of these true, inherent values which customers expect from infrastructure solutions.

The company provides specific solutions with heavy focus on quality and customer service. Key differentiators lie in providing pre-sales, post-sales and R&D support. Most importantly, Matrix has an in-house manufacturing unit and R&D centre to offer quick turnaround for clients.

Q. What is your marketing and channel strategy?

We focus on our existing customer network and on adding new system integrators, consultant, and suppliers for Matrix security products and solutions.

We conduct demos of Matrix solutions for them. Our participation in various exhibitions and advertising in newspapers and magazines helps increase the security business for Matrix. We send regular mailers & product presentations to different customers like consultants, educators, builders, Government, defence, hospitals, etc.

Q. What is your support strategy?

We have 10 engineers to provide support to our esteem customers headed by customer service manager & Customer care executive. Our aim and objective is to provide outstanding support to customers. We earned good name in our area because of Support to our customer.

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

Indian market is price sensitive where security products are concerned. Customers are more interested in buying at a cheap price, which they shop online or get a low price product. Moreover, customers are interested in HD Cameras instead of IP Solutions because of the price factor. We aim at meeting these challenges by ensuring our customers on quality, solutions and after sales support.

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

We are planning to focus mainly on marketing IP Surveillance and Time-Attendance solution among our customers and expect to increase our business by up to 60%. **ISR**