

“New trends and technologies are evolving & moving to the cloud”



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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?

From the customer point of view, we see an interesting trend where the customer is inclined towards gaining knowledge and is interested in knowing the solution in detail. Customers want to know in depth how a solution will influence their business and organization. In terms of the industry, new trends and technologies are evolving and gradually everything is moving to the cloud. IoT will have a big role to play and surprisingly, unlike the past, we have accepted it better or rather earlier than any other technology. Moreover, we have also started implementing the same.

Q. Which market are you targeting?

We are diversified in terms of markets that we cater. We cater to Pharmaceuticals, Biotech, Educational Institutions, Corporates, Retail Chains and Hospitality to name a few.

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

We offer end-to-end CCTV and Access Control solutions. Our strength lies in customization and analytics. We integrate Access, CCTV and Fire Alarm solutions for most of our clients. We mainly provide IP based solutions to our customers.

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

Matrix is a 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 biggest strength has been our customers. Our customers not only give us regular business but word of mouth has brought us new customers as well.

We look to set our foot further in the

Retail Chains, Biotech, and Educational Institutions, as it remains fully untapped.

Q. What is your support strategy?

We have a dedicated team for design, implementation and Post Sales. They are available on call between 9am to 6pm, six days a week. Most queries are sorted out in less than 24 hours unless it being a critical issue and requires a site visit.

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

Fortunately, we are now seeing some standardization from the manufacturers in the products both in CCTV and Access Control solutions. However, we as an industry are not yet completely organised. We need to work together to grow together. All of us want to have each other's businesses (clients) but we fail to realise that there is an opportunity for all of us. In addition, customers though being intelligent and smart want the best, unique and a tailor made solution. However, customers still want to follow the typical Indian - cheap, beautiful and reliable model. Our Indian roots don't really allow us to spend more for the solution. We hope this changes soon.

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

We are positive about ending this year on a happy note. Our team has been working on the distribution of new range of products and also work on some bigger projects not just in India but internationally as well. **ISR**