

# “Quality solutions with maximum use of IP technology are in demand”

## 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 rapidly in India and security is a major concern for every organization. Surveillance solutions help organizations monitor every nook and corner of the premises, enhancing security measures at a large scale. Solution-wise, the market is moving from Analog to IP solutions. Quality solutions with maximum use of IP technology are in demand compared to the age old lower-end solutions.

## Q. Which market are you targeting?

Majority of our targets are SMEs. Neutron, since its inception in the Year 2001, has and still is focusing mainly on Educational Institutes, Hotel Industry and Pharmaceutical and Agricultural sectors.

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

Being a Matrix Distributor in the-Marathwada region, we offer Matrix SATATYA IP Surveillance solutions, Matrix COSEC web-based Biometric Time Attendance and Access Control systems to our customers and SI.

## 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 and offering more values in all areas. This is what differentiates Matrix from its competitors. 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



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offering more of these true, inherent values which customers expect from infrastructure solutions.

Matrix provides specific solutions with heavy focus on quality and customer service. Key differentiation lies 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 & channel strategy?

We do regular road shows for our existing clients and also invite system integrators & consultants to showcase Matrix range of products & solutions. It aids in creating a strong bond with the customers, in turn providing them with a rich experience of using high end solutions offered by Matrix in Aurangabad.

We arrange sales and technical

trainings around the year for system integrators and consultants in Aurangabad which helps them understand existing solutions, technologies and upcoming products. Such activities have helped Neutron Telecom System establish itself as a well-known distributor and SI for Matrix range of solutions in the last 15 years.

## Q. What is your support strategy?

Client support is critical to success in our industry. We aim at resolving our client queries and problems on a priority basis. We have our Customer Care Centre to take care of our clients' needs. Our team has a proven track record of providing prompt solutions to our clients ensuring they gain value from our solutions.

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

Indian market is price-sensitive and we have observed that there is a demand for low-end solutions. Customer tends to make a purchase without comparing features as much as they should and hence sometimes it becomes challenging for us to convince customers to go for quality and new technologies. However, the trend is gradually changing and inclining towards products that are designed & manufactured in India itself. Matrix is a company with an in-house R&D centre and manufacturing unit, meeting the growing demand aptly.

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

We plan to double our business in the upcoming financial year. And we are proud to announce that we are the only distributor of Matrix for the current half yearly business. **ISR**