

“ There is immense growth in the industry as with growing technology ”

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

India currently has approximately 5.5 million security guards employed by about 15,000 security companies; as an industry, this sector is now the country's largest corporate taxpayer. Security finds a place in the country as a full-blown security industry which is growing steadily year after year and is likely to grow steadily.

Q. Which market are you targeting?

We have an established foothold in the area of physical security that is CCTV installation, bomb detectors etc. Recently we have started a new division in our organization which



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has caught eye of the industry that is information security. We provide advisory consultation and implementation on Enterprise Compliance Management, Managed Security Services and LAN Management, Cabling etc.

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 latest marketing strategy is trying to be niche in the market. We will be partnering with various vendors in India and abroad to provide our customers out of the league services and products with

long time support.

Q. What is your support strategy?

This is one of the features where our company holds an edge over our competitors. We not only supply and deliver superior quality product and services but also provide on-going support and maintenance to our customers.

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

There are various challenges like cultural conflict, integrating technology but the main hurdle is managing the understanding between physical security managers & information security consultants. But the best way to support the business is to understand core competencies and put the best team together to accomplish the mission.

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

As I have mentioned earlier, there is immense growth in this industry as with growing technology the threats and risks to our assets is increasing.

We are already doing business with organizations abroad but yes we expect a steep increase in the coming year as we have brought some concrete changes in our strategy. ■