

“We want ourselves to position strongly in the Government, Corporate and SME sector”



Mr. Bhoopathy Krishnamurthy,
General Manager,
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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?

The awareness for the need of security is rapidly growing and there is a belief in the businesses to adopt technology for safety more than manpower. Therefore, the potential growth is extremely high for the coming decade in India. Interestingly, there are very less players in this industry. Many players in this industry have been depending on imported products ignoring quality and customer support that is essential after installations. However, we are fortunate to have Indian manufacturers like Matrix which gives a lot of flexibility for the customers.

Q. Which market are you targeting?

Diligently, we have specifically chosen our target market areas. Today, we are dedicated service providers for governments sectors largely. It has the potential for larger installations and greater scope as all the government sectors turning to technology in every aspect of functionality after SAFETY.

Our next target reach is SME and later to the corporate sector. Though SME seems to offer less, they are in direct need of safety solutions so we cannot ignore them but help them. Next, corporate sector will obviously take safety measures as per standards.

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

Keeping our target market areas, we are currently offering Integrated Security Solutions, Video-Surveillance Systems, Bio-Metric Machines and Fire-Fighting Systems. Our company's Entry to Exit Policy aims to provide total security to the businesses. Our policy is to help the business proprietors or owners to monitor every moment of their businesses from any corner of the globe on the move.

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 strategy is in identifying the pain areas of the business and social human functioning areas and provides solutions directly. Though advertisement and online marketing is also in place, it is not helping us much as this

industry is much connected to work with the site mostly in the end. Site is the key for installations so direct marketing works.

Q. What is your support strategy?

We have dedicated technical support with certified engineers with us. We respond within 4 hours and reach the site next business day for support. However, based on SLA, we also provide 24/7 technical and onsite support for our customers.

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

Presently, there is deficiency of foresight in the customers who seek safety solutions. They look into cost difference or price difference only when buying the products but not the VALUABLE features and ADVANCED technology that saves their assets and time. Some are using outdated technology and risking their businesses. They need to understand to change and adapt to new technologies. They are not proactive but only reactive. It is dangerous but we try to explain when we reach. It takes a lot of time to convince them and is a big challenge for us. Next biggest challenge for us is payments from government offices.

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

We want ourselves to position strongly in the Government, Corporate and SME sectors and become a strong player in the security industries. We developed a new concept called POC (Proof of Concept) where we show our customers how our technology and software works in real time at our office. We have set up a model working station to give demo to our customers who can walk in to get to know our products & how they work in real time. ■