

“Market is moving from Analog to IP solutions with web based applications “



**Mr. Mahendran S.N, CEO,
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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?

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. We focus on creating awareness among people regarding the importance and utility of Security solutions at an affordable cost.

Q. Which market are you targeting?

We target segments like Hospitality, Industrial Segment, Logistics, Manufacturing Units, Software Companies, etc.

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

We focus mainly on Matrix COSEC, Rosslare and Spectra.

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 marketing strategy is to satisfy one customer who will be testimonial to reach out to thousands, may be later Lakhs of customers through reference.

Q. What is your support strategy?

We are working consistently towards providing prompt support. Every three months we increase our engineer’s strength for providing good support.

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

In India we face issues like Dust, Power Fluctuations, Site Conditions, etc.

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

We are working with different verticals focusing dedicatedly on offering the right product and solution from the Matrix COSEC family. We plan to have more training programmes conducted for our pre-sales and support team which in turn will benefit in the sale of COSEC Products. 