

Cavitak : Integrating the businesses with quality services

Cavitak is into system integration and distribution for voice, data and security products. We started off with providing solutions of Satellite Dish Antneena 25 years back and from then on it has been an upward growth journey of which Matrix has been a pivotal business associate. We have also diversified into distribution of mobile phones, DTH and other allied products.

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

The scope for work in security industry is immense. Security equipments have now become an integral part of all offices, industrial units, residential set ups, civic infrastructure etc. Almost all segments cannot do without it. Previously these products were seen as a value addition but now they have become essential components of an organization. Systems and policies are now efficiently implemented with the use of these equipments.

We can see the scope expanding in almost all segments be it residential where a builder now has security equipments like access control, CCTV cameras, fire alarm intrusion alarm etc. highlighted as the key amenities in a building.

We have observed recently that people have moved from being only price conscious to being quality conscious and they are opting for need based solutions rather than price based solutions. People want the equipments to be configured as per their requirement rather than adjusting to system features. Consumers are looking towards solutions which have real time connectivity with minimum manual intervention.

Q. Which market are you targeting?

Earlier we used to offer voice solutions but currently we have been focusing equally on taking up projects that involve a mix of products which facilitates us in building value as well as be closely associated with our clients. Our target has been to acquire customers requiring multi-products and multi-location solutions.

Generally these segments of customers are more specific about their requirements and look for a complete integrated solution. Working in this area helps us to create rapport with our customers and thereby enhance more growth opportunities.

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

The prime advantage of a Matrix Product is the "Made in India" tag and indigenously designed products. We cherish it and so do our customers.

Consider a small office of 50-60 people. They would ideally require a PBX, a Time Attendance solution, may be one access control for their server room and some cameras.

A few others may also go in for Fire Alarm system, so when we go to the customer and they see that their entire requirement is being fulfilled by Matrix with all the features that they would require a product to have



**Mr. Ravi Shah - Director
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with flexibility and possibility to scale it, suddenly you find that there is trivial competition.

In the second scenario consider a customer having offices around India and needing a real time solution to connect all its employee attendance at a central location and also give some structured access to the local offices, requiring a central CMS to monitor its cameras, wanting to connect all its offices for voice requirements over IP to bring down call cost.

Matrix still remains the preferred solution, winning an edge over competition with its vast partner base covering almost all locations enabling the customer to get total satisfaction & in time after sales service.

So with the bouquet of products and its presence across the region makes it a preferred choice for a range of customer starting from small offices to a big corporate.



Q. What is your marketing and channel strategy?

For marketing we have two pronged strategy first is to meet new prospects and the easiest way to connect to as many as we can is through talking yellow pages and listings on various trade portals.

The second is to see that the once we have acquired a customer by the first route we keep them satisfied and remain connected to them. This brings a lot of leads which are almost sure to be closed as the customer has already experienced our products and services and when they approach us again it is only because he has faith and trust in us. And we constantly exert to be able to meet up to their expectations.

Trained manpower is our highest marketing asset and so we keep our team updated to stay at par with the current technology available in the market.

Q. What is your support strategy?

We have implemented a CRM system recently to strengthen our support infrastructure. We feel most of the customer grievances are because of non communication or miscommunication. We are using the CRM to enable us to communicate timely, manage our support staff and use their time efficiently.

We ensure that our Technical support team stays updated to provide solutions to the end users and to Integrators. Our entire Support Team members are well trained to educate customers - post installation, on technical aspects of entire gamut of Matrix security products. Trending updates from Matrix R&D Team will be updated by us to our clients. Hence, they stay at par with the current technology available in the market.

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

The two challenges that we face are 1.) Dearth of trained man power in customer's organization to drive the system and use the products to the optimum extent is one of the issues that we face. Moreover lack of enforcement to use technology from the higher ups is another area of concern.

Another great hurdle is the environment where we are forced to give endless credit to the dealers and end customers. This portion affects the efficiency of our business.

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

We are expecting a growth of at least 40% year on year and with projects of larger value coming through we are confident of achieving that growth rate. ■