

## Advance Communications : Rendering seamless integration



**Mr. V. Durgaprasad -  
Managing Director  
The Advanced Communications**

**T**he Advanced Communications is a 15 year old enterprise founded in 1997, with an idea to render seamless integrations and services. Our product range includes comprehensive solutions for Office Automation. The areas of operation cover marketing and support for all products including security solutions for internal and external communication needs of modern organizations. We are also an authorized Distributor for MATRIX EPABX, KTS& Security Solutions.

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

Electronic Security Solution provides 24X7 Safety & Security. It becomes mandatory for both private & public sector to have a reliable security infrastructure. Now a day's there is an increasing demand for security products / solutions in SOHO, SME & Large Enterprises as well as residential segments.

**Q. Which market are you targeting?**

We are focusing on SOHO, SME & Large Enterprises as well as the residential segment. We have an exclusive range of products and solution to meet their specific requirements. The solution we have is extremely suitable for an organization having multiple offices at any location worldwide. It is capable of serving 1 user to 1 million user and upto 10,000 Door Controllers/locations.



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

All Matrix products are indigenously designed and manufactured, using state-of-the-art technology, conforming to international standards, with quality certifications -ISO, CE, FCC, and TEC. It is important to mention that Matrix products are backed up by strong R&D initiatives (recognized by Ministry of Science and Technology, Govt. of India), a strong distribution network and after sales service support parameters. We provide tailor-made solutions depending on industry need with updated new technology / features. Most of the customers after using Matrix products are 100% satisfied and refer our products to other clients as well.

**Q. What is your marketing and channel strategy?**

Currently we are focussing on developing our channel network in Hyderabad, Vijayawada & Vishakhapatnam and have plans to expand our branch offices in all major cities of Andhra Pradesh.

**Q. What is your support strategy?**

We are having a full-fledged service centre with latest technology & technically trained professionals. We have recently implemented the CRM system to make our support infrastructure more robust. Finally, we aim to support our customers with the best offerings.

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

The biggest challenge for us currently is from the unorganized and imported brands especially the Chinese origin products. Competition on the grounds of quality, service and providing a complete solution has never been an issue for Matrix. So the major challenge we face is from out of box imported products who don't believe in providing a solution.

**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 30% to 40% this year in the domestic market. ■