

“Solution-wise, the market is moving from analog to IP solutions.”

Mr. Pankaj Mehta, Director,
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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?

A. Security industry is growing rapidly in India. Solution-wise, the market is moving from analog to IP solutions. Quality solutions are in demand as compared to historical lower-end solutions.

Q. Which market are you targeting?

A. We target mostly SME's and Corporations with special focus on banking and IT sectors.

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

A. We offer IP surveillance, Biometric Time-Attendance and Access Control systems among others.

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

A. 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?

A. Our marketing strategy is to develop system integrators and provide intense training to dealers, partners and customers regarding existing solutions, technologies and upcoming products

Q. What is your support strategy?

A. Client support is critical to success in our industry. We aim to resolve our client queries and problems on priority basis. Our team has a proven track

record of providing a fine balance between hand holding and problem solving to our clients to ensure that client gains value from our solutions.

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

A. Indian market is price-sensitive and we observe demand for low-end solutions. Customer tends to make a purchase without comparing features as much as they should and hence it is very challenging for us to convince customers to go for new technologies. We regularly send updated information via emails about our product portfolio to all system integrators, customers and partners.

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

A. We are proud to announce that we hold number one position in class 'B' cities across India for 2014- 2015. We plan to double our business in the upcoming financial year. 