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Mr. Parth Dave, Partner, D & D Enterprise, Vadodara

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 gaining importance than ever before and is a fast growing industry in India. According to me this industry will continue to gain momentum in the coming years.

Q. Which market are you targeting?

We target SME/SMB, Corporate, Hospitals, Universities & many more.

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?

We are trying to position ourselves and Matrix products as most relevant solution to customers. We understand customer requirement thoroughly and accordingly frame the solution using various permutation, combination of Matrix products. We are trying to offer complete solutions to our clients. We are positioning Matrix products as most reliable products and our company as most trustworthy company. Our channel strategy is to approach more and more technically sound System Integrators and facilitate them to confidently pitch, sell, install and maintain Matrix products. We are also targeting companies which are into IT business and in the business of structured cabling.

Q. What is your support strategy?

We support our channel partners & our customers fully in all the fronts. We extend technical and service support to our clients through our highly qualified and technically sound service engineers. We attend the service call from our client the same day and in most of the cases within 4 hours from the time the complaint has been registered. Our professional installation helps us to serve our customers better and so we receive very less complaints. We support our channel partners commercially and technically. We provide regular technical and sales training to our channel partners. We help them in closing the case by accompanying them in sales & technical discussions with clients.

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

It is difficult to convince buyer on new technology products; as many suppliers/vendors are still pushing products with obsolete technology. Sometime back-end infrastructure is not of that kind which supports new technological products. It is difficult to pitch IP Camera in most of the SME/SMB due to bandwidth issues. Most of the companies prefer to go with cheaper and better products; this is the most difficult combination to offer.

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

Currently we are only focusing on Vadodara & nearby territories. We are a new start up so our target is to double the turnover at least year on year. ■