

“ Our support strategy is to resolve customer issues at their first point of contact ”

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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. And the industry sees new products and new technologies coming by each day. Considering the developments happening in and around us, requirement of security products are strengthening quickly. Today Security is one of the most important issues in any setting be it a home, school, hospital, malls, offices etc. Customers are gradually aware of the offerings. Requirements have shifted from standalone solutions to converged & integrated solutions.

Q. Which market are you targeting?

We target mostly Corporate and SMB Segments.

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

We offer Surveillance and Biometric related Products.

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?

Our strategy is to educate and train Channels for offering the best solutions to the customers as well as sending every week solution mailers to the partner.

Q. What is your support strategy?

Our support strategy is to resolve customer issues at their first point

of contact.

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

Most of the CCTV Surveillance products are cheap compared to Matrix Surveillance solutions. It's difficult for a customer to understand the difference by just seeing the hardware. In some cases customer regrets the decision after purchasing due to lack of prompt service received for solving issues in the product. I think company like Matrix has gained reputation for having able to deliver technically advanced products with great stability and prompt support which has gained it quite a distinction in the market.

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

In the coming year we expect a minimum growth of 50%. We are in the process of scaling up our team and resources to match up our projections and achieve it. **ISR**