"We are more interested in delivering end to end solution to our customers."

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

When we talk about the state of security, we can't deny the fact of increase in day-to-day threats to life, material and property. In relation to the world of enterprises, we have to accept that security is a primary concern for not only SOHO but the segment of large enterprises and personal properties as well. This scenario creates the importance of security and the devices as well, to prevent the threats of life and property. This is the main reason behind increasing security needs within every segment. While talking about trends in security, it actually shows the type and segments of technologies being used in the security industry. People are more dependent on the technology based products, solutions and the services as well. In short, the need for security is expanding and mostly towards the technology based solutions.

Q. Which market are you targeting?

India is a huge market for International business; similarly electronic security has a vast scope in the Indian market. We cater to customers in segments like IT, Health, Education, Manufacturing, Hotel, Finance and Retail.

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

We are more interested in delivering end to end solution to our customers. We, at DNR, always try to give value to money for the products offered to our customers. Our core expertise is in offering Surveillance and Access Control along with Time-Attendance solutions. We also provide Network Security Equipment and Home Security-Automation.

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

Matrix is a 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

Brijesh Kumar Uttam
DNR Group of Companies, Jaipur

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?

Positioning of a product in the market is an art which always gives value addition to a quality product. We, at DNR, ensure to propose the best of the available product range to our customers. We see that the proposed solution meets the customer requirement cost effectively. Our key strategy for business growth is our association and relationship with the customers. The strength of business depends on partnering with a strong channel of System Integrators.

Q. What is your support strategy?

At DNR, we are focused on providing overall technical standards for every business function of the company. We involve all our partners and customers to provide effective and quality services for the same. Our strategy is to provide high quality security system services, meeting end-to-end requirements of the customers and to achieve continual im-

provement in these services. We also aim at ensuring customer satisfaction through active involvement of all our channel partners. Pre-sales technical team helps the partner understand customer requirement and suggest the best of the available solutions. Our Post-sales Support Team provides backend assistance to partners and helps them complete product delivery with quality services. We always strive towards having long and healthy relationships with our customers.

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

With similar product range available and tough competition in the market, opportunities are sure to come forth in abundance. It is more difficult to market a product when customers are not aware of the high end features which actually justify the value. A smart security system will minimize the error of margin, recording space, manual interruption for getting the required data and alert information of particular event scheduler, which will provide complete Video Analytics and smart Access Control system. In the current market, local players engage the customer by offering basic security system and so it becomes tough as we need to put in more efforts to educate the customer about the advance security system.

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

The coming days are for Digital Communication as Analog Communication is now an outdated technology with limitations. Companies like Matrix have a wide range of products with Digital Technology. Awareness of technology will help our customers in selecting proper solution for their requirement. At DNR, we are always upgraded with the latest technical updates in the field of electronic security system that help us grab business opportunities. The Government of India is working on security surveillance and digital UID based attendance system, which might come up as a great business opportunity for us. ISR