



# Security is the need of the hour

Zicom is an iconic brand quite popular across all the states in the union. The brand is synonymous with safety and security. They have been in the security industry for over 20 years and were the first security company to get listed on the stock exchange in India. The brand is easily identifiable and the consumer is quite familiar with it. Zicom is a symbol of security prowess. Manoj Khadkikar, Head- Channels & Solutions Group, Zicom Electronic Security Systems shares more with HC.

By | Rachita Sehgal

## 1. As the surveillance industry is highly cluttered, what does Zicom plan to bring to the table with regards to India?

With the immense experience of providing security solution to the full spectrum of solutions, Zicom has a deep understanding of the evolution of security requirements of the customer. Over the years we have been able to pro-actively anticipate such trends and offer new products and solutions. Zicom's key strengths are its product lineup with the latest technologies, innovative services and large countrywide dependable service network. Technology and products have become commonplace. So, the main differentiators are service and services which are our forte. We don't provide products, we aim at providing integrated solutions.

## 2. What are the hottest trends that are gaining popularity in the Indian security and surveillance market?

Security no longer remains as a security. More and more innovations are seen in the Indian security market of late.

Some of these are:

- Growth of high definition solutions –
- Growth of IP CCTV security applications are getting more mobile-based so that the user can have a control over his/her security from anywhere.

Video analytics are becoming popular.

The Internet of Things (IoT) is gaining ascendancy. From sensor and console, security is evolving into internet-enabled offering business intelligence, video analytics and response management.

Integrated solutions which involve CCTV, access, fire intrusion are being managed on the cloud.

## 3. The industry is moving from analog to IP based solutions. What do you think could be the opportunities and challenges for you and the end user?

The opportunities are many. IP Surveillance has high resolution, remote accessibility, scalability, redundancy,

analytics, sufficient power, open standards and wirelessness. So, from all angles, they are going to firmly establish their presence in a competitive market. Among the enterprise projects, IP's predominance is fast becoming a reality, the world over. The additional advantage is that IP infrastructure rides on top of the IT infrastructure already deployed and managed by an enterprise. This results in rationalisation of cost and resources and an integrated management. As for challenges, the IP calls for a good infrastructure. Channel partners and customers need to understand the IP solutions. The awareness level is at present low. Price wise also, IP costs more than the analog systems.

## 4. In terms of numbers, can you tell us what kind of growth and evolution has the industry seen in the last few years.

The electronic security market in India has witnessed a handsome growth in the last few years. The rising incidents of theft, burglary, bank robbery and the growing awareness about benefits of the electronic security device among the people have primarily driven the electronic security market. Also, the security market growth has been fuelled by rising residential commercial and industrial construction, increased activity by foreign and domestic companies and rapid expansion of distribution channels.

## 5. Which end-user sectors are generating the most income for you now? How important is hospitality sector to you?

The government sector because of its mega projects such as city surveillance, smart cities and digitization of India. Then comes the BFSI Cooperative Housing Societies Retail.

The security requirements for the hospitality sector are a bit different from other industries. In the hospitality arena, security is on several layers such as tier one, two, three, four, five and so forth depending upon the needs. Security is given top priority only two premier customers. But the need for security is being slowly realised by four and three star hotels.

Yes, we consider the hospitality sector is very important to us in view of the growing number of tourists. India needs additional 1, 50,000 guest rooms in quality hotels and they all need security.

## 6. How is the company working towards creating a niche for itself in terms of product offering in the market? Any new product or technology you have introduced.

Zicom believes that the key focus is to ensure that in every aspect of business or personal lives, the customer has to 'feel safe'. Therefore, Zicom Care is our approach to the way we do business. Through this initiative, we add the business value through services that a customer needs from the products that they would have installed in their premises.

## 7. Transforming business actually is the means to an end and end being the leadership in a competitive market? What is your competitive edge?

Yes, you are right. Transformation is only a means to taking us to the top. It does not ipso facto confer on us the leadership position. We have to strive hard every moment along our way to be most innovative to be competitive to retain our leadership status.