



### Zicom to Offer 24X7 Security Services

Mumbai-based Zicom Electronic Security Systems Ltd, India's leading electronic security systems provider, has announced its new business unit, named Zicom SaaS (Security as a Service). Claimed to be the

first-of-its-kind electronic security service model, Zicom SaaS will provide a full spectrum of services, right from installation to maintenance of the installed system, to remote managed services and off-site video recording with central monitoring 24x7.

"With an initial investment of ₹30 crore on command and control centres, and product capacity expansion, Zicom SaaS will target real estate, retail chains and stores, homes, SOHO, events and exhibitions," says Pramoud Rao ([pramoud.rao@zicom.com](mailto:pramoud.rao@zicom.com)), MD of the company.

Rao reveals that Zicom SaaS is ideal for customers who do not have the time, resources or space for setting up their own security system. Elaborating on the service model he informs, "Our new division aims to offer reliable security solutions at affordable costs with minimal liability concerns." According to him, it is a security resource planning (SRP) tool which offers customers four-tiers of value proposition - security & safety, loss prevention, business intelligence, comfort & convenience.

"The most unique part of our SRP is our commitment and a promise that we make to our customers - 'if we fail, we pay'. Further, the customer gets the benefit of using technology without having to own it."

The company has started test-marketing of the SaaS concept. "Soon, the soft launch will take place. We have planned to promote this concept through specific seminars, road shows, digital marketing mediums, and advertisement in trade magazines addressing the customer needs." Initially, Zicom will offer its services in 24 metros across the country, which will be later expanded to 50. "The monitoring will be centrally managed and controlled, while the physical services will be available locally."

Rao says that Zicom is endeavouring to add width and volume to the segment, and aims to fetch revenues worth ₹10 crore in the first year of its operations. "For the first year, we have kept a very nominal target. However, in the subsequent year we are aiming to touch the ₹30-crore mark, and by 2014 turnover would be ₹50 crore."