

Press Release

Zicom's SaaS mantra appreciated at the CII conference

CHENNAI: Leveraging on its strong brand, infrastructure and distribution platform, Zicom India has grown rapidly in a short span of time and has emerged as the leading Indian brand in security products and services. Zicom as the pioneering provider of the new age mantra for security in India introduced the unique concept of Electronic Security as a Service (E-SaaS) to enterprises and housing societies that provides cloud based remote monitoring systems and business intelligent support.

"Having been in the forefront of security business over the past two decades, I am tempted to speak on security, let me cross the boundaries and show you how we have moved from cave age to cloud age in the past two decades," said Mr. Pramoud Rao, Founder Managing Director, Zicom Electronic Security Systems Ltd. Mr. Rao was speaking at the conference on 'Technological Advancement in Security Systems' organized by Confederation of Indian Industry in Chennai on 25 April.

"In the early nineties, we got exposed to three new technologies - Internet, Pagers and Mobiles. Today, all these three technologies have got converged onto our mobile devices. Customers today feel that investing in security gadgets are expensive and not offering ROI, the need is to put money into the customer's pocket instead of removing it," said Mr. Rao.

Under the SaaS model, Zicom offers, Customer Foot Fall Solutions, Attendance, Monitoring of Video, Intruder Alarm, Fire Monitoring, ATM Monitoring all using the power of internet and cloud computing services to BFSI, Retail, Home Owners backed by 24 x 7 Zicom Command and Control Centre (ZCC). All these services are being offered under the RMR (Recurring Monthly Revenue) model with the customer paying for services without having to own any systems.

A first of its kind model, Zicom is pioneering this security services for the first time in the country. The model which was launched just 18 months ago, has become a run-away hit, with over 12000 clients' accounts acquired by Zicom.

"We offer our valued customers safety, security and business intelligence by offering ROI with mobility & convenience. That too without having to invest, manage or maintain the equipment. Zicom SaaS is our new mantra", Mr. Rao concluded.

The audience at the CII conference appreciated the concept and gave a huge thumbs up to Zicom SaaS model.

Zicom India, the BSE and NSE listed Rs 6.9 billion security major is transformed as an IT driven company from a security company, using the power of IT enabled services effectively over the years. Zicom Electronic Systems Ltd, the flagship company of Zicom Group is one of India's largest security solutions and service provider. Remotely Managed Security Services on a RMR basis is offered by Zicom SaaS Private Limited, the wholly owned subsidiary of Zicom India.