

# We Focus on Building and Delivering Values Customers Expect from Matrix Products: Ganesh Jivani

*With more than 40% of its human resources dedicated to the development of new products, Matrix has launched cutting-edge products like Video Surveillance solutions, Access Control, Time-Attendance, IP-PBX, Universal Gateways, Terminals, Convergence solution, VoIP Gateways and GSM Gateways. Having global foot-prints in Asia, Europe, North America, South America and Africa through an extensive network of more than 500 channel partners, Matrix ensures that the products serve the needs of its customers faster and longer. a&s Interacted with Ganesh Jivani, CEO, Matrix Comsec to get the updates on Matrix Comsec.*

BY ANANT JOSHI, a&s INDIA



Ganesh Jivani,  
CEO, Matrix Comsec

**Q What are the latest developments at Matrix Comsec's with reference to India and global business expansions?**

**A** Matrix has identified three domains – IP Video Surveillance, Access Control/Time-Attendance and Telecom. All these solutions are targeted to the same customers – enterprises, SMEs and SMBs. We are busy developing cutting-edge technologies and solutions and taking them to the international and domestic markets. It is a journey we started 25 years ago and are enjoying it so far.

**Q How is the market responding to Matrix Comsec as an Indian MNC Brand?**

**A** In today's globalized and integrated markets, customers don't worry about where the products are designed or manufactured. They look for solutions that help improve their businesses and expect best value for their money. Matrix does not take its "Indianness" or "MNC" very seriously. We focus on building and delivering values our customers expect from Matrix products.

**Q What to expect from Matrix in the near future as Industry is moving towards Integrated Solution trend?**

**A** Integration has two aspects – sourcing and functional. Instead of purchasing disparate products from different vendors, customers increasingly prefer to source the entire solution from a single integrator. Furthermore, a customer expects these products to integrate together and perform seamlessly. Matrix is aligned to both these customer expectations. Matrix is working with system integrators having different expertise and focusing on specific industry segments. On the product front, Matrix products are designed with built-in integration capabilities at different levels. For example, Matrix COSEC solutions offer API at three levels – devices, platform and functions.

**Q How global security trends are influencing the Indian security market?**

**A** Increasingly, the world is becoming one common glocal (global+local) market. There is little difference between global and local markets and such differences are diminishing. Customer needs are universal and so are the technologies and the products. Indian security market is in sync with the global development with very little or insignificant lag. We see the same technologies, brands and products available almost in all the open markets.

**Q How new government policies are bolstering growth for the security industry?**

**A** Policies such as product standardization, incentives for exports, MSME promotion, electronic manufacturing clusters (EMC) and preferential market access (PMA) are encouraging MNC and domestic companies to manufacture in India. On

the demand side, Smart Cities, UIDAI/Aadhar, City Surveillance and modernization of defence/police are increasing the usage of security equipment, thus leading to growth.

**Q How Matrix is planning to expand its distribution network in the Indian and overseas security market?**

**A** Matrix is a 100% channel-oriented organization with 1000+ system integrators designing-building-deploying Matrix solutions. We focus on product development, manufacturing and marketing-sales. All front-end pre-sales, sales and after-sales support are managed by our channel partners. From this perspective, distribution channel is very critical for our growth. We are constantly strengthening our channel network by working with existing partners and also looking for new partners wherever necessary. In India, we have fairly good presence. We are more focused on building similar channel network in the international markets. Having said this, Matrix products are fairly well-received in the overseas markets with regular exports to more than 50 countries including USA, Germany, UK, Ireland, Italy, Portugal, Spain, Australia, Thailand, Singapore, Philippines, Indonesia, UAE, KSA, Oman, Qatar, South Africa, Kenya, Nigeria, Uganda, etc.

**Q What are the challenges and opportunities Matrix has as an Indian manufacturing company?**

**A** In today's open and globalized economy, all businesses are challenging. Coming to specifics, to security and telecom product design-manufacturing business, there are primarily three challenges - unavailability of technologies-parts, lack of wide-spread experience-skills and overall higher cost for everything. As for opportunities, large-growing domestic market, manpower availability at lower cost and limited competition are large opportunities for any product manufacturing company.

**Q What are the takeaways from 'Make in India' and 'Skill Development Council' initiatives by Government of India?**

**A** No country of India's size, challenges and consumption can survive without domestic manufacturing. On the other hand, we wasted many years focusing only on agriculture and thus ignoring industries and were very late in joining the industrialization band-wagon. No wonder, we lack necessary skills in technology, manufacturing and services. 'Make in India' and 'SDC' are two vital initiatives for nation building.

**Q What are new training initiatives by Matrix?**

**A** Matrix invests heavily in training and we have a separate team focusing only on training. We have identified two key areas for training - marketing-sales focusing on product applications-functions-features-differentiators and technical training focusing on deployment, installation, configuration, integration and overall management of Matrix solutions. We use all possible methods and tools for training starting from traditional classroom sessions in Vadodara and other cities to WebEx. Recently, we have started focusing on preparing training videos.

**Q What are the new products and solutions launched by Matrix?**

**A** Matrix is launching COSEC FMX - a multi-spectral Fingerprint reader for high-security and industrial applications where

commercial fingerprint readers are not effective. Other two very interesting solutions are Mobile-based Time-Attendance and Access Control using QR Code and BLE technologies. These innovative solutions eliminate the traditional RF card or biometric identification methods. In IP Video Surveillance domain, we have launched 64-channel Network Video Recorder (NVR) named SATATYA NVR64P. With this, Matrix is one of very few companies to offer the entire range of NVR solutions starting from 4 ports to 64 ports. This is in addition to the recently launched enterprise-grade Video Management Server named SATATYA SAMAS, designed specifically for multi-location enterprises.

**Q What are the latest awards won by Matrix?**

**A** Matrix recently has won two awards. Matrix bagged the SECONA Shield award for Access Control Hardware Solution. Matrix COSEC ARC was selected as the award-winning product in this category. The award is given in recognition of excellence in the security and fire safety industry in India. In the past, Matrix COSEC VEGA won coveted innovative product design awards from India Design Mark. Similarly, Matrix telecom products have also won product design awards for SPARSH VP330, SPARSH VP510 and NAVAN CNX200.

**Q What are the new service and maintenance initiatives by Matrix?**

**A** Security and telecom products are infrastructure products and after-sales services is an important concern for all customers. Understanding this, Matrix has focused on after-sales services since the beginning. Today, Matrix is known for delivering high-quality and cost-effective after-sales services in a timely manner through-out the country. I give credit to our channel partners for delivering such outstanding after-sales services year after year. Matrix channel partners invest in training and spares, ensuring prompt resolution of customer complaints. On our part, Matrix has established two functions - a 24x7 Technical Support Centre and an RMA Centre. Matrix is one of the leaders in terms of quality, cost and turn-around-time for after-sales complaints. Moving forward, we are taking Matrix closer to the customers through our Value Added Distributors (VAD) and Matrix Supply Point (MSP) initiatives.

**Q What are the future plans of Matrix?**

**A** Our diversification in IP Video Surveillance and Biometric Access Control and Time-Attendance are relatively recent. For coming few years, we plan to continue building these domains. Overall, we plan to strengthen our positions in the three main domains we operate in - IP Video Surveillance, Access Control-Time Attendance and Telecom.