

## At Matrix We Are On a Mission to Prove Indian Engineers Can Design and Build World-class Technology Products: Ganesh Jivani

Matrix is a leader in Telecom and Security solutions for modern businesses and enterprises. An innovative, technology driven and customer focused organization; the company is committed to keep pace with the revolutions in the telecom and security industries. With around 30% of its human resources dedicated to the development of new products, Matrix has launched cutting-edge products like IP-PBX, Universal Gateways, VoIP Gateways and Terminals, GSM Gateways, Access Control and Time-Attendance Systems, Video Surveillance System and Fire Alarm Systems. a&s India conducted a special interview session with Ganesh Jivani, CEO, Matrix Comsec at Secutech 2015.

● BY ANANT JOSHI, a&s INDIA



▲ Ganesh Jivani,  
CEO, Matrix Comsec

**Q Tell us about key focus areas of Matrix Comsec?**

**A** Matrix is focusing on three domains of security product categories, which includes Time Attendance, Physical Access Control and IP Video surveillance. We are focusing more on enterprise, corporate and business segments in the market. We are a 100% product company. We add value as far as our products are concerned. We have new product offerings in all the product segments.

**Q What difference 'Make in India' campaign has made so far?**

**A** I think when a national leader and finance minister speaks about 'Make in India'; it creates a positive environment and mindset. The 'Make in India' campaign has done a great service in this aspect. The Government has serious intent to deliver 'Make in India' concept. It is giving lot of hope to Indian manufacturers. Matrix is an Indian company and our products are sold in 40 countries across the world.

**Q What are the plans Matrix has for the year 2015?**

**A** We are a product development company. We will continue with the new product development and new market exploration initiatives. We will start Matrix roadshows from April itself. Our roadshows serve as a platform to launch new products.

Matrix is planning its Advertising campaign, which will promote the brand in right context.

We have a strong plan for 2015 as far as Security shows are concerned.

We will consolidate our position in the three product segments Time Attendance, Access Control and IP Surveillance.

**Q How Matrix Comsec is facing the competition in the market?**

**A** We as an Indian manufacturing company understand our product segments well in terms of technology, marketing and service. We provide good support to our customers through after-sales service. Being a channel driven company we do our business through Matrix Strategic Partners. There are always gaps between promise and delivery. We find those gaps and try to fix them.

The competition is always there in the market. We compete on equal terms with MNCs or Chinese and Taiwanese Companies. Everyone is not good in everything. Most of the low priced products come from China and Taiwan. They may have price advantage but most of these products lack post-sales service support.

Multinational companies are good on branding and technology front but they find it difficult to provide post sales service support to the customers.

We at Matrix position ourselves as Value for money products. It is the same technology, same product at much affordable price. We also provide post-sales service and support.

**Q What is the latest growth figures from Matrix ?**

**A** Matrix Comsec is growing at 20% rate. Matrix has a strong network in India with 500 Matrix Strategic Partners. We have expanded our footprints in Middle East, Asia Pacific and Europe.

**Q Any recent award and accolades for Matrix?**

**A** Recently Inc. magazine has recognized me with the award of India's top 30 innovative CEOs.

It is a great honor for us to be counted as one of India's top 30 innovative CEOs. At Matrix we are on a mission to prove Indian engineers can design and build world-class technology products. The award has provided Matrix a platform and motivated me to challenge the status-quo and keep pushing the technology boundaries.