

My Vision

I envision India emerging as a technology power-house in product design and manufacturing, electronics, telecom, and security domains. This is possible if Indian R&D companies work on cutting-edge technologies and start building state-of-the-art products for global markets. It is my endeavor to build Matrix as a world-class security and telecom solutions and services company operating across the globe and to build superlative solutions surpassing world standards in the design and performance in the IP-PBXs, media gateways, access control, time-attendance, and IP video surveillance domain. Specifically, we want to build convergence and unified communication solutions for modern organizations to communicate seamlessly using diverse methods like voice, video, presence, mobility, instant messaging, voice mail, and SMS.

Matrix Comsec has successfully created a network of over 600 system integrators and channel partners. As a result, Matrix products are sold in more than 50 countries including the United States, Canada, Germany, Italy, Portugal, Spain, Australia, Thailand, Vietnam, Philippines, UAE, Saudi Arabia, and South Africa. The company's products, which are designed, manufactured in India, adhere to international standards such as CE, FCC, and RoHS and have won international awards for design and aesthetics such as iF Germany, Red Dot Singapore, GOOD Design Japan, and India Design Mark.

Our key market strategy is to reach out to organizations and businesses in the target market to offer them world-class telephony, access control, time-attendance, and video-surveillance solutions at optimized costs. Differentiation is the prime business strategy for Matrix. Therefore, our marketing strategy also revolves around differentiation. We work hard to create differentiation in everything we do – product design, manufacturing, marketing, sales and support. Matrix identifies and builds differentiated products; positions and communicates these differences; offers these solutions at optimized costs through trained sales and technical resources; and offers prompt and sincere support and is poised to do so in the years to come.



Ganesh Jivani
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Matrix Comsec*