



Matrix : Evolution through technology innovation

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Q. Matrix has been operational for long time in telecom and security solutions for modern businesses and enterprises; please share some of your milestones & achievements?

- Winning more than 500,000 customers in India and world-over in diverse sectors like manufacturing, retail, services, BFSI, hospitality, health, education, defence, ports, government and many others.
- Designing 50 different world-class products to meet demanding customer needs.
- Creating a network of 600+ system integrators and channel partners who sell Matrix products world over.
- Exporting Matrix products to more than 50 countries including USA,

Canada, Germany, Italy, Portugal, Spain, Australia, Thailand, Vietnam, Philippines, UAE, Saudi Arabia, South Africa & many others.

- Winning international awards for design and aesthetics such as iF Germany, Red Dot Singapore, GOOD Design Japan and India Design Mark.
- Meeting international standards such as CE, FCC, RoHS and others.
- Overall, proving it is possible to design, manufacture and market world-class technology products from India.

Q. Could you brief us about overall business activities of Matrix (tie-ups, associations, reach, network)?

Matrix is indigenous for all its

core business activities like R&D, Manufacturing, Marketing, Sales and Technical Support. Almost all Matrix products are indigenously designed at the Matrix R&D Centre. We market our products under the brand name MATRIX through 600+ channel partners across India and overseas. We work hand-in-hand with our channel partners and system integrators during pre-sales, sales, installation and after-sales.

Q. Can you elaborate more about the product portfolio and its applications?

Matrix offers comprehensive range of solutions for Access Control, Time-Attendance, IP Video Surveillance and telecom applications. All these solutions are specifically designed for large & multi-location organizations, targeted at enterprise, SME and SMB companies.

Matrix COSEC is an enterprise-grade people mobility management solution for organizations covering Time-Attendance, Access Control, Visitor Management, Employee Self Service Portal, Roster Management and Cafeteria Management. Matrix COSEC is an all-integrated solution including hardware devices and a suite of software application modules. It delivers full proof security and improves productivity of organizations.

Matrix SATATYA is an IP Video Surveillance portfolio which includes products like Network Video Recorders (NVRs), Hybrid Video Recorders (HVRs), Digital Video Recorders (DVRs) and IP Cameras. They are sold as an enterprise

solution along with the centralized management software (CMS) and mobile applications for Android and iPhone (SATATYA MV) for remote management. These solutions are most suitable for enterprises demanding much more than just monitoring of an area. The reliable solutions provide multiple modes of remote and local monitoring, real time notifications in the form of email and SMS, flexibility in recording along with other functions like backup management and user management, leading to more security and productivity for enterprises.

Q. Which are some of your pioneering products you introduced in the market recently or is there any plan to launch the new products?

For Access Control and Time-Attendance applications, we have launched COSEC ARC.

COSEC ARC is an intelligent compact single-door IP Panel with PoE. COSEC ARC dramatically simplifies access deployment. COSEC ARC works in two modes – standalone with COSEC PANEL or centralized with COSEC CENTRA application server. The state-of-the-art COSEC ARC can control two readers on Wiegand or RS-485, door lock and other auxiliary devices, making it an ideal solution for any access control application.

For video surveillance we have launched SATATYA SAMAS, an enterprise-grade Video Management Solution suitable for large organizations spread across multiple locations. SATATYA SAMAS provide organizations with the flexibility, scalability and modularity that they expect from

a Video Management Software.

Matrix SATATYA SAMAS is a modular, flexible and fault-tolerant solution for multi-location organizations by providing easy monitoring, simplified management, multiple connectivity options, quick retrieval and smart storage of data for all the locations. Devices installed at the multiple locations can be connected to separate Recording Servers which then are connected to a Single Management Server.

The monitoring of these multiple sites can be done through various modes like Smart Client, Mobile Application and Multi-Monitor Application. The security officer can monitor the most essential locations by selecting those cameras and viewing them together on a single monitoring screen. These security officials can be allocated locally as well as centrally for providing multiple layers for hierarchical and enhanced security.

Q. How do you account R&D activity in your company?

Matrix is one of very few indigenous R&D companies having independent designing capabilities in hardware, embedded software, applications software, mobile applications and engineering. With 40% of the total manpower dedicated to development of new products, Matrix R&D is the foundation of its sustenance and growth. The R&D team designs the products conforming to all relevant international standards.

Q. Brief us about the quality policy for your business?

Today, customers assume and expect

quality. From this perspective, quality is no more a differentiating feature, it is a necessary feature.

Matrix is on a mission to deliver world-class security and telecom solutions to all its customers through continual improvements in technology and processes. We believe it is possible to build world-class technology solutions in India and market them to international markets.

Q. How do you foresee “India” as a potential market, what are the prospects?

Matrix products are of technology-infrastructure nature, helping organizations enhance productivity, security and safety. Indian economy is growing rapidly and this growth is coming from urbanization and industrialization. Matrix is in complete sync with this Indian growth story.

Q. What are your strategies to improve the Matrix position in Indian and global market as well?

To begin with, Matrix products are amply differentiated in architecture, functions and features from competition. In marketing and sales, we believe in strong distribution and channel networks. We have nearly 600+ channel partners spread across the globe who are busy marketing, selling and supporting Matrix products not only in India but also in other countries including Europe, America, Middle-East, Africa, Asia and Australia. Our marketing team works closely with these channel partners to ensure Matrix products serve security and communication needs of the

customers efficiently, faster & longer. We also have a dedicated customer care department to provide prompt assistance to the customers. Finally, we invest a lot of resources in after-sales support to end-customers and channel partners ensuring complete satisfaction of all our customers.

Q. What are the key technological trends that are driving the time attendance systems & access control industry?

Access Control and Time-Attendance hardware is evolving from age-old and bulky centralized panels to distributed architecture using IP-based sleek controllers. Software applications are web-based and support mobile applications. IP, Wireless, Mobility and Cloud are the technology trends driving innovation. More and more solutions are moving to IP and offer wireless connectivity. As bandwidth bottlenecks are being removed, enterprise applications are moving to the Cloud eliminating customer-premise hardware, servers and software.

Innovations in bio-metric technologies are improving reliability and identification speed. New technologies like palm-vein readers, finger-vein readers and face recognition are widely used. Devices today offer better speed, larger memory, improved aesthetics and ease-of-use.

Q. What are the issues you need to address that are related to your industry?

Let us start with indigenous R&D.

Indian industry is dependent on external R&D and technologies. Industry and government should work together to correct this by promoting indigenous R&D.

Second is lack of domestic manufacturing. While India is one of the largest markets in the world, there are not many manufacturers in India. India has become a virtual dumping ground for imported products. Once again, this situation is not sustainable & needs immediate correction.

Third is lack of awareness. Today, security products are sold as boxes without caring for overall benefits that customers expect. Many customers mistakenly equate products with solutions. I believe higher customer awareness and better responsibility on part of manufacturers and their system integrators would improve customer satisfaction.

Fourth is product standardization. Most countries insist on strict homologation programs before they allow importing products. In spite of India being a very large market, we have failed to establish strong standards and homologation processes.

Finally, I would add the common point of economic growth. Like all other industries, security equipment business is tightly linked to the overall economy.

Q. What is your vision for Matrix?

Our vision is to build Matrix as a world-class security and telecom solutions and services company operating all over the world. 