

“ Matrix is positioned as a qualitative and competitive product manufacturer on the global plane ”



Mr. Ganesh Jivani - Managing Director,
Matrix Comsec

Q. In a short span, Matrix has gained remarkable positioning in the security industry. Could you tell us the story behind the inception of your company and your success mantra in sustaining the stiff competition?

Matrix was established in 1991. Our security solutions division is just a few years old. Matrix is a leading manufacturer of world class telecom and security solutions especially designed for modern businesses and enterprises. Every year we launch around 4 new products in tune with the latest technology catering to new market applications. Matrix R&D is the core strength of our growth and sustenance. We are among the few Indian companies that indigenously manufactures and markets both Telecom and Security products. We employ versatile, feature-rich and reliable solutions to build the latest hardware and software technologies.

Matrix is positioned as a qualitative and competitive product manufacturer on the global plane and has introduced more than 40 innovative products through continuous research & development activities; strengthening its global competency. So far we have launched several cutting-edge products like IP-PBX, universal gateways, VoIP gateways and terminals, GSM gateways, access control and time attendance systems, video surveillance systems and fire alarm systems.

Adhering to the international standards our solutions are feature-rich, reliable and hence we could have a global foot print in Asia, Europe, North America, South America and Africa. We ensure that our products serve the needs of the customers longer and better. Our products are well engineered and they deliver inherent

values like reducing cost, enhancing users productivity and perform efficiently in any acute conditions.

Hence, we have gained trust and admiration among our customers which is our success mantra.

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

Matrix Comsec is completely indigenously for all its core business activities like R&D, Manufacturing, Marketing, Sales and Technical Support. All Matrix products are indigenously designed in a dedicated R&D Centre. Matrix markets its products under the brand name of ‘MATRIX’ through its 600+ channel partners all across India and overseas. We work hand-in-hand with our channel partners & system-integrators in sales, installation and after-sales process. Today Matrix products are sold not only in India but also in 50+ countries across the globe.

Q. Could you tell us about the products and/or services offered by your company through this huge exhibition –IFSEC ?

We have a comprehensive range of security products for different class of customers. Our security solutions include Time-Attendance Systems, Access Control Systems and Video Surveillance Systems.

In Time-Attendance and Access Control segment we are having full range of hardware product with fingerprint, palm vein, RFID and NFC based technology. This hardware range is supported by our fully flexible and web based software with time-attendance, access control, visitor management, roster management and canteen management modules.

Under the video surveillance



solutions we have introduced analog solution with Digital Video Recorder and analog camera and IP solution with Network Video Recorder and Hybrid Video Recorder. Hybrid Video Recorder is a unique solution which gives combine benefits of analog and IP surveillance in a single box.

We have been working on this technology and have been able to successfully launch in the world market. The product is entirely conceptualized, designed, manufactured and marketed by us. We are neither importer nor distributor. We own our design and get it manufactured accordingly. Since we develop world class products we believe in selling across the globe rather than only in India.

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

The latest development and innovation by Matrix in the Access Control and Time Attendance system is our new range of controllers with IP65, PoE, Touchscreen and Wi-Fi connectivity. They offer cutting edge advantages in terms of technology, connectivity, ease of use and operating environment over other products available in the market.

Moreover, enhancing our video surveillance range, Matrix will launch SATATYA HVR series a single solution for IP and analog surveillance needs. This solution utilizes the cost benefits of analog and enhanced security and scalability of IP solution. This highly reliable enterprise solution with a comprehensive Centralized Management Software and Mobile Viewer along with enhancing security will also improve productivity and efficiency of organizations.

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

With around 40% of the total manpower dedicated to development

of new products, Matrix R&D is the foundation of its growth and sustenance. The R&D team designs products conforming to the relevant international standards.

Besides the product research, we have a market research team which dedicatedly works on identifying new products, segments and trends across the globe. They closely interact with our customers and industries to identify future requirements and trends and design products accordingly.

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

We at Matrix are driven by the mission of delivering world-class Security and Telecom solutions to all our customers through continual improvements in technology and processes. We believe it is possible to build world-class products in India for the international markets including the developed countries.

Q. What are your strategies to improve the Matrix position in Indian & 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 network. We have nearly 600+ channel partners spread across the globe who are busy marketing, selling and supporting Matrix products. Not only in India but our products are available in other countries of Europe, America, Middle-East, Africa, Asia and Australia.

Our marketing team works closely with these channel partners to ensure that the products serve the communication needs of the customers efficiently, faster and longer. We also have a special customer care department which provides prompt assistance to the customers. Finally, we invest a lot of resources in after-sales support to the

end-customers & channel partners.

Q. Which are the key technological trends that are driving the access control industry?

Prompt, Non-intrusive and accurate identification of people is the basic challenge in Access Control. There are technologies like palm readers, face recognitions, iris readers etc. being developed, improved and perfected. Another area is integration of Access-Control with other solutions like surveillance, fire safety and telecom. The third aspect is related to the networking, administration and control of multi-location sites remotely.

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

Security equipment business is tightly linked with overall economic growth. Lack of customer acceptability of quality product due to price and low awareness about value deliverables of genuine security products hinders the growth. Products from low-cost countries are inferior and very cheap due to the various direct and indirect subsidies the producers get from their governments. We lose many cost sensitive customers to these cheap products in the short run. Indian product companies are left to fend for themselves against such unfair competition. There is no need of any protection, but government should ensure some kind of level-playing field if we want Indian electronics manufacturing to grow.

Q. What is your vision for Matrix?

We want Matrix to be a world-class Products and Solutions company operating all-over the world.

