

Designing World-Class Products is Matrix's Big Strength: 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. a&s India spoke to Ganesh Jivani, Managing Director, Matrix Comsec to know his plans and future roadmap.

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▲ **Ganesh Jivani,**
Managing Director, Matrix Comsec

Q How is the security market evolving in India?

A India is one of the fastest growing security markets on the planet. There are number of factors contributing to this growth including general economic growth, increased awareness, legal requirements, affordability, etc. In addition, there is spurt in infrastructure development in the country. Physical security is part of basic infrastructure for any modern economy. Naturally, we see significant potential for our security solutions in India.

Q How Matrix is planning to take on the highly potent Indian Security Market?

A Differentiation is the prime business strategy for Matrix. Therefore, our entire business strategy also revolves around differentiation. We work hard to create differentiation in everything we do – product design, manufacturing, marketing, sales and support.

Specifically on marketing strategy, Matrix identifies and builds differentiated products; positions and communicates these differences; offers these solutions at optimized costs; though trained sales and technical resources and offers prompt and sincere support.

Our go-to market strategy is to reach

out to organizations and businesses in the target market to meet their access control, time-attendance and video-surveillance needs at optimized costs. We promote our products through trade fairs, exhibitions, road-shows and advertisements. Matrix always operates through a well-defined and trained channel network consisting of consultants, resellers, system integrators and distributors.

Matrix is essentially a products and solutions company. We are not a typical sales-only organization. Therefore, we are a completely channel-oriented company. We don't sell directly to end-customers anywhere – not even to our friends and relatives in our hometown. This single-minded channel orientation has helped us develop strong and long-term relationship with channel partners across the globe. Most of Matrix channel partners are with Matrix for more than 10-15 years. We have a well-defined channel program to work with channel partners at all levels beginning from consultants, resellers, system integrators and distributors/stockists.

Q What is Matrix's latest product offering for India market?

A Designing world-class products is Matrix's big strength. We have already launched many new and exciting products in the last few months. To begin with, we have launched new series of highly compact and IP65 compliant access control devices called COSEC PATH. Palm Vein Reader is another strong product we launched recently. We are also launching a new-generation devices series with biometric and smart card readers, touch-sense LCD and IP65 compliant. This new series is named COSEC VEGA. In addition, a time-attendance solution specifically designed for small businesses (COSEC SAMAY) is already shipping.

In the video surveillance domain we have launched NVRs, Hybrid Video Recorders (HVRs) and new-generation DVRs with new versions of mobile applications and video management application (CMS).

Q What are the key projects Matrix is partnering in India?

A Adani, ABB, Linde Engineering, Sterling & Wilson, WIPRO, MAN, Bharat Matrimony, TCI and Gruh Finance are some of the key customers we acquired recently.

Q What are the key verticals Matrix is focusing on?

A Matrix specializes in solutions for organizations where groups of people work, live, study or play. We offer security solutions to all types of organizations like private, public and government. Our target customers include all types of businesses like offices, factories, retail outlets, warehouses, ports, campuses, residences, etc. in all industrial sectors.

Q What Matrix is planning for 2014?

A During 2014, we have planned to focus and consolidate the three domains of our security business – Time-Attendance, Access Control and IP Video Surveillance. We have ambitious plans on all business areas – new products, new SI channel and new customers. We see 2014 as a critical year for our security business.

Q What are the future plans?

A In coming years, we plan to focus on two drivers of our business – new products and new markets. We will continue working on designing cutting-edge and differentiated security products and solutions. On the market side, we plan to establish and grow our international business significantly.

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