

**INTERVIEW**

**'We plan to launch more and more converged solutions for national and international markets'**



**Ganesh Jivani**  
managing director, Matrix Comsec

**How are you competing with established multinational players in unified communications?**

Unified communications (UC) is the future and is evolving to be completely software-driven. As far as UC is concerned, we have already begun the journey and brought in functionalities. Let's not forget that the definition of UC is broad and there is still a lot to be delivered. Since what is delivered matters more than who delivers it, hence we are working upon this principle.

**International markets have done well for Matrix. What is the plan for 2012?**

On the international front, we are almost completing a decade and have made our presence stronger in all the regions. Our products match international technology and their requisite safety standards. Last year the Asian countries contributed quite well, hence this year the focus is on the US and European markets.

**Is there any plan to launch a new range of products this year?**

We plan to launch more and more converged solutions this year catering to both the national and international markets. Specific to Indian defense sector would be the launch of our new

military communication system. We also plan to launch products for the SMBs.

**What is the total employee base for Matrix Comsec?**

Matrix has a total base of 411 employees, out of which 174 employees are working in the manufacturing unit at Waghodia. Matrix has a full-fledged research center in Vadodara, and more than 35% of human resource is dedicated to R&D. Around 125 employees are working in R&D under different divisions like software design, hardware design, quality control, and product engineering.

**What products are being manufactured in your Vadodara facility? Are you also looking at a new category of products?**

All Matrix products are designed, developed, and manufactured in Vadodara, using a state-of-the-art technology conforming to international standards. Besides the independent R&D center, Matrix has an independent manufacturing facility at Waghodia. Over the last two decades, Matrix has pioneered many unique technologies and features in its products. Matrix is soon expanding its manufacturing facilities by adding 1 lakh square feet of factory space for catering to all its future manufacturing needs.

**Where do you see the company two years down the line?**

We are very enthusiastic to make the Matrix presence felt stronger across the globe. We don't want to leave any stone unturned to achieve this—be it the introduction of new products or features, be it more efforts on the research front, or be it the demand to double the production capacities. Almost three years ago, we diversified into the security domain, therefore the next step is to be a very strong player sufficing the needs of both communications and security.

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**IMImobile enhances its cloud offerings with IBM**

IMImobile has deployed IBM's software to upgrade its existing service and cloud infrastructure management processes. With the deployment of 'IBM SmartCloud Foundation' software, IMImobile will further streamline management of its cloud services infrastructure, increase compliance with stringent service level agreements (SLAs), improve infrastructure utilization, and evolve process maturity with compliance. The implemented software will also help the company to adopt a follow-the-sun model for service management across IMI's Virtual Network Operations Centre (VNOC) teams spread in Europe and India.

**Tulip partners with Polycom for HD conferencing solution**

Tulip Telecom has collaborated with Polycom to offer a High Definition managed video conferencing solution, to Indian enterprises. The solution is a cloud-based service, aimed primarily at the large and medium businesses, offering scalability and interoperability. The operator will offer video conferencing and telepresence services on a hosted model, providing the organizations a high end, telco-grade infrastructure hosted by the company in its data centers. The users can use the technology on a 'pay-as-you-use' model.

**Government seeks time till March 2013 for 2G auction**

The Union Government has moved the Supreme court and sought time till March 2013 to auction the 2G spectrum licences that were revoked by the apex court on February 2. The government said that planning and execution of auction is a herculean task. The government in its affidavit submitted that it has already undertaken detailed examination and is taking steps to formulate a process for spectrum allocation through auction process and it would take nearly 400 days. The application has sought court's clarification in accordance with the government's roadmap. It said that the process commencing from the date of the receipt of TRAI recommendations may take at least 400 days.