

## “We at **Matrix** are driven by the mission of delivering world-class Security and Telecom solutions”



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

Matrix Comsec is completely indigenous 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 and system integrators in pre-sales, sales, installation and after-sales process. Matrix products are sold not only in

India but also in 50+ countries across the globe.

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

The Matrix video surveillance range of products includes Network Video Recorder, Hybrid Video Recorders, Digital Video Recorders, Analog and IP Cameras which are sold as an enterprise solution along with the centralized management software (CMS) and an application for android and iphone (SATATYA MV) for remote management. Our products are most suitable for enterprises who demand much more than just monitoring the area.

The reliable solution provides multiple modes of remote and local monitoring, real time notification in the form of email and SMS, flexibility in recording along with other functions like backup management, user management leading to more security and more productivity for enterprises.

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

We launched our technologically advanced Network Video Recorder (NVR) and Hybrid Video Recorders (HVRs) with competent features. The NVR range is a scalable IP solution 4, 8, 12 and 16 Channels with a throughput of 130 Mbps so that multiple people can log in without hindrance.

This NVR allows connecting all Full HD cameras along with other features like camera wise recording retention, scheduled backup, cascading, email notification with snapshot, multiple network support to make it more suitable for enterprises. Also, the HVR series was launched allowing to manage both the IP and analog cameras in a single solution. If there already exists an analog solution, by installing the HVR easy switching can be done to IP as well as preservation of the existing analog solution can be done.

In the coming months Matrix is also planning to launch its enterprise level video management software capable of managing 1000s of cameras and locations centrally.

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

With around 40% of the total manpower dedicated to the development of new products, Matrix R&D is the foundation of its growth and sustenance. The R&D team designs the 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. How do you foresee “India” as a potential market, what are the prospects?**

Awareness in the Indian market regarding video surveillance products is on the rise. The requirement for high-end security is increasing due to the increase in terrorist activities, loots etc. in the country. Awareness regarding IP video surveillance is also increasing for providing high end security. The IP products like NVRs, HVRs and IP cameras provide higher quality images and higher security, which is the need of the hour.

**Q. What are the distinguishing facts of global market as against the Indian market?**

The present video surveillance market in India is still analog dominant while the global market has already taken a plunge towards IP. The various identification and recognition techniques are widely used in the global video surveillance market. Intelligent Video Analytics are used in places like malls, traffic monitoring, etc. Indian market has a long way to go in those areas where customers start expecting more than basic security from their surveillance solution.

**Q. What are your strategies to improve your company’s 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 and security 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 and channel partners ensuring 100% satisfaction for all our customers.

**Q. According to you what are the factors affecting to your business?**

The current Indian market is full of Chinese players which provide a wide range of products at low costs and with low quality. But the product life cycle of these products is much lesser in comparison to reliable and cost-effective products like Matrix. Lack of awareness about the low quality, low reliability and lack of features of the imported products among customers is making them to select a product which is only cheap initially without considering its return of investment over a 5 year period.

**Q. What are the key technological trends that are driving the cctv surveillance industry?**

The main technological trend which is driving the present cctv surveillance

industry is the IP solution. The awareness regarding higher security and other benefits provided by video surveillance solution is increasing. The government also has taken steps to make sure that every public area is safe by introducing city surveillance. There has been a significant development in the IVA technology like people counting, face recognition, missing object etc. furthermore enhancing the security.

**Q. What is your vision for your company?**

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

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

Security equipment business is tightly linked to the 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. Imported products are inferior and very cheap due to the various direct and indirect subsidies the manufacturers are getting from their governments. A lot of customers initially buy these products due to cost, but remain unsatisfied with product quality and service.

The government should start an awareness campaign highlighting the value that local manufacturers can provide and should set up a regulation to curb very low quality products. Moreover, the government should include policies which encourage more & more Indian electronic manufactures to enter this business by making it a level field. ■