

# At Matrix, Training is a Continuous Process

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Interview of Ganesh Jivani, Managing Director, Matrix Comsec

● By a&sINDIA Team





#### Q. What are your views on the security industry in India?

A. Safety of people and security of assets are basic needs of individuals and organisations. Today, we have access to new-generation technologies in biometric identification, intelligent sensors technologies, and video capturing-recording-streaming-analytics to create cutting-edge security solutions for our society. No wonder, there is a huge growth in the security industry worldwide. India is also one of the fastest growing security markets in the world. There are number of factors contributing to this growth including general economic growth, increase in awareness, legal requirements, affordability, etc. In addition, there is also a spurt in infrastructure development in the country. Physical security is part of basic infrastructure for any modern economy. Naturally, we see huge potential for security solutions in India.

#### Q. What are the challenges Matrix faced as an Indian manufacturing company?

A. First challenge is the economy. Security equipment and services business is tightly linked to the overall economic growth. Slowdown or lack of general economic growth is a primary challenge.

Second challenge is eco-system for domestic product design and manufacturing. Being a completely indigenous company, Matrix finds it difficult to source equipment, components, knowhow and skills. Cost and lead time for imported parts increase due to logistic costs and time. Considering India's current demand and future growth, it is not sustainable for India to continue remaining dependent on imports. Therefore, how to transform domestic manufacturing is a big challenge we are facing.

Third challenge is to improve quality and reliability of security equipment and services. Security deals with safety of human and physical national assets. Unfortunately, we have non-existent standards for security equipment and services in India. Significant portion of investments and efforts go waste due to poor quality of equipment and services. Many customers are forced to scrap and replace their security equipment every 2-3 years leading to huge national waste and environmental hazard. We need some basic standards for equipment and services and commitment and vigour to implement them.

#### Q. What are the new training initiatives by Matrix?

A. Training is an essential driver for any technology solutions business. At Matrix, training is a continuous process. We train our people and partners on variety of subjects including technology, products, solutions, configuration, maintenance, etc. To ensure right solutions and quality services to customers, Matrix has designed three levels of training followed by examinations and certification – professional, associate and expert.

#### Q. How is Matrix poised to handle the growing need for security equipment in India?

A. Matrix has many unique strengths and advantages. To begin with R&D, Matrix is not dependent on anyone for its innovation, technologies or design of products. Second, Matrix is a 100% indigenous manufacturer giving it complete control on its quality, cost and delivery. Third, Matrix is very strong in sales and post-sales support. Fourth, Matrix boasts of a strong and trained channel network of more than 1,500 SIs in India and overseas, capable of offering solutions and services anywhere in India and most countries in the world. All in all, I believe Matrix is in a unique position to meet the needs of Indian customers. **AMS**