BUSINESS TALK

Matrix Comsec in India is Focusing on Providing "Solutions" in the Form of High-end Products: Sagar Gosalia

Matrix is a leader in Telecom and Security solutions for modern businesses and enterprises. a&s India interacted with Sagar Gosalia, Sr. Vice President – Marketing & Sales, Matrix Comsec to the latest on Matrix Comsec.

● *BY ANANT JOSHI, a&s INDIA*

▲ **Sagar Gosalia,**
Sr. Vice President – Marketing
& Sales, Matrix Comsec

Q How India's Security market is evolving with specific focus on emerging trends in the market?

A Indian Security market is growing at a whopping pace. Modernization of urbanization and growing awareness on security are key reasons for the same. Social media has accelerated the need for quick response to needs of consumers and security is one of the key needs from consumer view point. Growing trends in Indian market demands more sophisticated features apart from superior hardware solutions. "Solution" is the buzz word in today's market and the organizations geared up to provide products to consumer with "Solution" mind-set are set to succeed in future.

Q What are the new R&D initiatives taken by Matrix Comsec?

A Matrix is one of the few indigenous R&D companies having independent design capabilities in hardware, engineering, embedded software, applications software and mobile applications. With 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 the products conforming to all relevant international standards.

Q What are the new product offerings by Matrix Comsec?

A For Access Control and Time-Attendance applications, we have recently launched COSEC VEGA door controller series. Matrix COSEC VEGA is a premium device engineered with careful blend of aesthetics, size, connectivity, reliability and ease-of-use. IP65, PoE, touchscreen and wireless connectivity offer fool-proof Access Control and Time-Attendance solutions for all types of organizations. We are planning to launch COSEC panels for Access Control applications.

For Video Surveillance solutions, Matrix has launched its IP and hybrid Video Surveillance range consisting of Network Video Recorder (NVR) and Hybrid Video Recorder (HVR). The highly reliable Matrix SATATYA NVR and SATATYA HVR have facilitated in the successful entry of Matrix in the Video Surveillance industry. We will soon launch Enterprise Video Management Software, SATATYA SAMAS which is a fully distributed solution designed for 24X7 video surveillance needs of multi-location, multi-server organizations.

Q What are the opportunities that Matrix Comsec is focusing in India?

A Matrix Comsec in India is focusing on providing "Solutions" in the form of high-end products to the consumers

Q What are the challenges faced by Matrix Comsec?

A Challenge faced in today's time is to ensure that the front-line (Channel Partners) are well equipped to provide "Solutions" to the consumers. The challenge faced by Matrix Comsec is to ensure that the front-line is empowered to meet consumer needs by providing right solutions.

Q What are the future plans of Matrix Comsec?

A During 2014, we plan to focus on all the four domains of our business – Telecom, Time-Attendance, Access Control and IP Video Surveillance. We have ambitious plans on all the business areas –products, SI channel and end-customers. We see 2014 as an important year for our business. Our main thrust is on growing our customer base by empowering our frontline to provide solutions to our customers.

Q What are the Matrix Comsec's achievements so far?

A Winning more than 500,000 customers in India and world-over in diverse sectors like manufacturing, retail, services, BIFS, hospitality, health, education, defense, ports, government and many others.

Designing 50 different products meeting tough customer needs.

Creating network of 600+ system integrators and channel partners selling Matrix products world over.

Matrix products are sold in more than 50 countries including USA, Canada, Germany, Italy, Portugal, Spain, Australia, Thailand, Vietnam, Philippines, UAE, Saudi Arabia, South Africa and many others.

Matrix products have won international awards for design and aesthetics such as iFGermany, Red Dot Singapore, Good Design Japan and India Design Mark. Matrix products meet international standards such as CE, FCC, RoHS and others. Overall, proving it is possible to design, manufacture and market world-class technology products from India.