

Providing the maximum to its customers

The Game Plan

It is believed that sales and marketing are two tools that every company uses to position their brand in the market. A good sales and marketing strategy will help the company find a noticeable spot in the market.

But these days marketing has majorly uprooted sales as the former increases the brand value amongst consumers. In line with that, Matrix believes that the core job of marketing is to "Make Sales Redundant". Marketing should enhance the core value amongst consumers, making sales effortless.

Established in 1991, Matrix is a leader in Telecom and Security solutions for modern businesses and enterprises. An innovative, technology

driven and customer focused organization; Matrix is committed to keep pace with the revolutions in the telecom and security industries. With more than 40% of its human resources dedicated to the development of new products, Matrix has launched cutting-edge products like Video Surveillance solutions, Access Control, Time-Attendance, IP-PBX, Universal Gateways, Terminals, Convergence solution, VolP Gateways and GSM Gateways. These solutions are feature-rich, reliable and conform to the international standards. Having global foot-prints in Asia, Europe, North America, South America and Africa through an extensive network of more than 500 channel partners, Matrix ensures that the products serve the needs of its customers faster and longer. Matrix has gained trust and admiration of customers representing the entire spectrum of industries. Matrix has won many international awards for its innovative products.

Emergence of the Digi-Era

Focussed on providing more value to customers through the products, Matrix feels that Digitization is "More in Less". It believes in providing maximum to customers in the least. This definition of digitization is reflected in the design of its every product. The company aims at providing more value to the customers through its products.



Sagar Gosalia
Sr Vice-President – Marketing & Sales
Matrix Comsec

Being the "Right Choice for Enterprise" brand, Matrix thinks of what customers want, but more in terms of how its customers' customers would benefit from its products and solutions.



The Differentiator

Matrix believes that the brand is "Right Choice for Enterprise". It thinks of what customers want, but more in terms of how its customers' customers would benefit from its products and solutions. There is always scope for enhancement in the offerings, to stand out in the crowd and offer little extra to the customers. For that, a strong Research & Development team along with regular investment is needed. Nearly 40% of Matrix's manpower is situated at its R&D Centre and the company reinvests nearly 10% in R&D.

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