

# MATRIX TO FOCUS ON ENTERPRISE SECTOR

**With its focus, till now, on both SMEs and Enterprises Matrix Comsec now aims to position its products more towards the enterprise sector.**

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**V**adodara-based telecom and security solutions provider Matrix Comsec now wants focus its attention more on large enterprises. Till now the revenue contribution from its SME and high-end enterprise segment was 50:50. But now Matrix wants to change the ratio to 20:80.

“Our focus is now on large enterprises where there is more scope for value added boxes. High-end enterprises are more of solution user and we consider ourselves as solution provider rather than box pushers. Most of our products are going in to mid to large enterprises,” informs Sagar Gosalia, VP, Matrix Comsec.

Matrix’s product portfolio includes IP-PBX, Universal Gateways, VoIP Gateways, IP Terminals, GSM Gateways, Access Control, Time-Attendance and Video Surveillance solutions.

Security is the biggest contributor to Matrix’s business growing at a rate of 50% year-on-year. Gosalia informs when it comes to telephony they have the highest market share and in control time attendance its 15%. While in video surveillance, which was introduced a year and a half back, commands 5% market share, and will soon be launching video surveillance software.

“Only two companies worldwide specialise in

video surveillance software and we want to take the third spot,” announces Gosalia.

In video surveillance sector analogue still dominates but it’s slowly shifting towards IP; while revenue contribution from analogue and IP is 50:50 Matrix’ focus is 90% on IP. “We are focusing only on IP that’s why we call our solutions IP video surveillance and not just video surveillance. It’s the technology of future,” stresses Gosalia. Video surveillance market is divided into three parts: 70% is camera, 15-20% recorders, and the remaining is software as per Gosalia.

A home grown company, it has its own R&D center in Vadodara. With more than 300 engineers, it designs and develops its own products and exports to more than 50 countries. With 700+ channel partners across India and 80 distributors and 700 SIs, it plans to add at least 20 new RDs and 100 new channel partners for the video surveillance category.

“Our vision is that whatever market we enter we get at least 30% market share in three years. In security we have 15% market share and by next year end it will be around 30%; we already have made investment of 200 million in the security portfolio,” concludes Gosalia. **SME**

**“OUR FOCUS IS NOW ON LARGE ENTERPRISES WHERE THERE IS MORE SCOPE FOR VALUE ADDED BOXES. HIGH-END ENTERPRISES ARE MORE OF SOLUTION USER AND WE CONSIDER OURSELVES AS SOLUTION PROVIDER RATHER THAN BOX PUSHERS.”**