

INDUSTRIAL SAFETY REVIEW

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**Mission
to deliver
world-class
security &
telecom
solutions.**



An Exclusive interface with:
Mr. Ganesh Jivani,
Managing Director,
Matrix Comsec
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Mission to deliver world-class **security** and **telecom** solutions.



Mr. Ganesh Jivani,
Managing Director, Matrix Comsec

Q. Matrix has been operational for long time in telecom and security solutions for modern businesses and enterprises; please share some of your milestones & achievements?

I consider following as our major achievements.

- 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 & aesthetics such as iF Germany, 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.

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

Matrix is indigenous for all its core business activities like R&D, Manufacturing, Marketing, Sales and Technical Support. Almost all Matrix products are indigenously designed at Matrix R&D Centre. We market our products under MATRIX brand name through 600+ channel partners across India and overseas. We work hand-in-hand with our channel partners and system integrators during pre-sales, sales, installation and after-sales.

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

Matrix offers comprehensive range solutions for Access Control, Time-Attendance and Video Surveillance applications. All these solutions are specifically designed for large and multi-location organizations targeted at enterprise, SME and SMB companies.

Matrix COSEC is an enterprise-grade people mobility management solution for organizations covering Time-Attendance, Access Control, Visitor Management, Employee Self Service Portal, Roster Management and Cafeteria Management. Matrix COSEC is an all-integrated solution including hardware devices and a suite of software application modules. It delivers full proof security and improves productivity of the organizations.

Matrix SATATYA is a video surveillance range which includes products like Network Video Recorder, Hybrid Video Recorders, Digital Video

Recorders, IP and analog Cameras which are sold as an enterprise solution along with the centralized management software (CMS) and applications for Android and iPhone (SATATYA MV) for remote management. These solutions are most suitable for enterprises demanding much more than just monitoring of an area. These reliable solutions provide 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 some of your pioneering products you introduced in the market recently or is there any plan to launch the new products?

For Access Control & 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, we offer new generation range of NVRs, HVRs, DVRs and IP cameras. Now, we are working on higher capacity NVRs and high-performance IP cameras.

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

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 & sustenance. The R&D team designs the products conforming to all relevant international standards.

Q. Brief us about the quality policy for your business?

Today, customers assume & expect quality. From this perspective, quality is no more a differentiating feature. It is a necessary feature.

Matrix is on a mission to deliver world-class security and telecom solutions to all its customers through continual improvements in technology and processes. We believe it is possible to build world-class technology solutions in India and market them to the international markets.

Q. How do you foresee "India" as a potential market, what are the prospects?

Matrix products are of technology and infrastructure nature helping businesses enhance productivity, security and safety. Indian economy is growing rapidly and this growth is coming from urbanization and industrialization. Matrix is in sync with this India growth story.

Q. What are your strategies to improve the Matrix position in Indian & global market as well?

To begin with, Matrix products are amply differentiated in architecture, functions and features from competition. In marketing & 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 security and communication needs of the customers efficiently, faster and longer. We also have a special customer care department, which provides prompt assistance to our customers. Finally, we invest a lot of resources in after-sales support to end-customers and channel partners ensuring complete satisfaction to all our customers.



Q. What are the key technological trends that are driving the time attendance systems & access control industry?

Access Control and time-attendance hardware is evolving from age-old and bulk centralized panels to distributed architecture using IP-based sleek controllers. Software applications are web-based and support mobile applications. IP, Wireless, Mobility and Cloud are the technology trends driving innovation. More and more solutions are moving to IP and offer wireless connectivity. As bandwidth bottlenecks are being removed, enterprise applications are moving to the Cloud eliminating customer-premise hardware, servers and software.

Innovations in bio-metric technologies are improving reliability and speed of identification. New technologies like palm-vein readers, finger-vein reader and face recognition are widely used. Devices today offer better speed, bigger

memory and improve aesthetics and ease-of-use.

Q. What is your vision for Matrix?

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?

Let us start with indigenous R&D. Indian industry is dependent on external R&D. Industry and government should work together to correct this by promoting indigenous R&D. Second is lack of domestic manufacturing. While India is one of the largest markets in the world, there are not many manufacturers in India. India has become a virtual dumping ground for imported products. Once again, this situation is not sustainable & needs immediate correction.

Third is lack of awareness. Today, security products are sold as boxes without caring for overall benefits that customers expect. Many customers mistakenly equate products with solutions. I believe higher customer awareness and better responsibility on part of manufacturers and their system integrators would increase customer satisfaction. Fourth is product standardization. Most countries insist on strict homologation programs before they allow importing products. In spite of India being a very large market, we have failed to establish strong standards and homologation processes.

Finally, I would add the common point of economic growth. Like all other industries, security equipment business is tightly linked to overall economy. ■