

JOURNEY OF A DOMESTIC MANUFACTURER TO THE GLOBAL MARKET

Independent India in its history of 70 years, might have seen many manufacturing organization which have done excellent job as far as domestic requirement is concerned but there are few who have taken the products to the overseas market completed with them.

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With the passage of time Matrix Comsec is cementing its reputation of being a manufacturer with a diverse range of exceptional security surveillance product portfolio. The company caters to the complete security infrastructure requirements of customers across India, Middle East, Africa, Europe, the Americas, Asia and Australia.

With a strong channel strategy and complete client focus, the company has been witnessing strong growth. Ganesh Jivani, Managing Director, Matrix Comsec, talks about the company's performance, products, solutions and channel base and explains how the company has grown from strength to strength.

Matrix has been an integral part of some of the security industry's ground-breaking technological innovations when it comes to cloud, IP-PBX, VoIP Gateways and Terminals, Universal Gateways, GSM Gateways, Access Control and Time-Attendance Systems, Video Surveillance System and Fire Alarm Systems. This has been possible by dint its emphasis on a robust R&D, which Jivani believes, is sine qua non for a company's success. Matrix, which Jivani touts as a 'company of engineers', has never lost sight of this vision. Matrix boasts a state-of-the-art R & D center approved by Department of Scientific & Industrial Research (DSIR).

Securing Data Centres

Companies are switching to cloud from traditional on premise systems. This is translating into the expansion of data centres. The success of any data centre depends on how securely it manages sensitive data of multiple clients. Hence, it is of

utmost importance that there should be no unauthorized access of data centres. "Using Matrix solution, data racks are secured biometrically, with records of every access along with its duration. Only an authorized person can access specific racks for the stipulated time using biometric verification," says Jivani.

"As a company, we believe in a holistic understanding of security industry. We have developed considerable expertise all these years and aim for market leadership. We are able to achieve our objectives to a good degree," says Jivani.

With its key customers drawn from different verticals across different geographies, the company has a considerable regional reach to address customer support. Matrix offers a professional range of services providing value for money to the customers and prides itself on providing unmatched support services which sets the company a cut above the rest.

Channel key to Business

Channel partners are integral to Matrix's business plan. That partners have to come to play a decisive role in today's competitive environment has been aptly recognized by Matrix. The company has set up a robust distribution and reseller channel network spread across the globe.

"We work together to grow the business. We also continue to add compelling new solutions to help channel partners enhance their engagement and growth opportunity. Complimenting each other helps both sides to achieve productivity and expedite results," says Jivani.

As both share the same objectives, team play rules the roost in the duo relationship. Matrix is ever ready to give them maximum support in the



GANESH JIVANI,
MANAGING DIRECTOR, MATRIX COMSEC

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form of face time, campaigns and collaterals. The marketing team of the company takes resort to engagement with the partners, which is a regular feature. This provides the partners with necessary inputs on business, products, as well as customers.

One of the most effective strategies, brand promotion is the key to the success of a company. Matrix aims to promote the brand for the customers through by understanding the requirements of clients and offer solutions to them.

Eying 25% growth in 2017-18

A complete client focussed company, Matrix has been able to register good growth in terms of revenue throughout the years. Having achieved a growth rate of 40 percent in the previous year, Jivani forecasts strong year for Vadodara headquartered company.

Finally...

Matrix belongs to the rare breed of companies that have the foresight to recognise the potential that security and surveillance industry holds as a business proposition. A trusted name in the security landscape, the company has positioned itself as a holistic company with an extensive portfolio of products and solutions in security. **SME**