

“Our vision is to build **Matrix** as a world-class security & telecom solutions and services company ”

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

Matrix Comsec is completely indigenous for all its core business activities like R&D, Manufacturing, Marketing, Sales and Technical Support. All Matrix products are indigenously designed in a dedicated R&D Centre. Matrix markets its products under the brand name of ‘MATRIX’ through its 600+ channel partners all across India and overseas. We work hand-in-hand with our channel partners and system integrators in pre-sales, sales, installation and after-sales process. Today Matrix products are sold not only in India but also in 50+ countries across the globe.

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

We have a comprehensive range of security products for different class of customers. Our security solutions include Time-Attendance Systems, Access Control Systems and video surveillance systems. Some of the product highlights are as below.

Security Solutions:

Matrix has futuristic COSEC and SATATYA range of security solutions specifically designed for large enterprises and multi location organizations.

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 improve productivity of the organizations.

Matrix SATATYA is a video surveillance range which includes products like Network Video Recorder, Hybrid Video Recorders, Digital Video Recorders, Analog and IP Cameras which are sold as an enterprise solution along with the centralized management software (CMS) and an application for Android and iPhone (SATATYA MV) for remote management. These products are most suitable for enterprises which demand 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.

Telecom Solutions : Matrix has a range of feature rich products which offers complete solution to businesses. The range of Products are

- Business PBX
- Hotel-Motel PBX
- VoIP Gateways
- GSM Gateways
- Office-in- a-box
- SIP Phones
- Mobile Softphone
- Analog phone

Q. Which are the some of your pioneering products you introduced in the market recently or is there any plan to launch the new products?

We launch one new product including software in every quarter. We have recently launched COSEC VEGA door controller. Matrix COSEC VEGA door-controllers are premium devices engineered with careful blend of aesthetics, size, connectivity, reliability and ease-of-use. IP65, PoE, touchscreen and wireless connectivity offer foolproof access control and time-attendance solutions for all types of organizations.

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

With around 40% of the total manpower dedicated to the development of new products, Matrix R&D is the foundation of its growth and sustenance. The R&D team designs the products conforming to the relevant international standards.

Besides the product research, we have a market research team, which dedicatedly works on identifying new products, segments and trends across the globe. They closely interact with our customers and industries to identify future requirements and trends and design products accordingly.

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

We at Matrix are driven by the mission of delivering world-class Security and Telecom solutions to all our customers through continual improvements in technology and processes. We believe it is possible to build world-class products in India for the international markets including the developed countries.

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

The growing Indian economy is indicating the country as a promising business destination. The Government is insisting high security at every place-Home, institutes, organizations, hotels, hospitals, malls so people are becoming more conscious about security.

The Industries like Manufacturing, Banking & Finance, Retail, Hospitality, Government organizations, Educational Institute, Pharma, healthcare, Real estate are main prospects as these industries are developing and becoming more conscious about security of their people, assets and data. So in short, India is a very potential and growing market for security solutions providers.

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

To begin with, Matrix products are amply differentiated in architecture, functions and features from

competition. In marketing and 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 the communication and security needs of the customers efficiently, faster and longer.

We also have a special customer care department, which provides prompt assistance to the customers. Finally, we invest a lot of resources in after-sales support to the end-customers and channel partners ensuring 100% satisfaction for all our customers.

Q. According to you what are the factors affecting to your business?

The current Indian market is full of Chinese players which provide a wide range of products at low costs and with low quality. But the product life cycle of these products is much lesser in comparison to reliable and cost-effective products like Matrix. Lack of awareness about the low quality, low reliability & lack of features of the imported products among customers is making them to select a product which is only cheap initially without considering its return of investment over a 5 year period.

Q. What are the key technological trends that are driving the time –attendance and Access Control industry?

Key technological trends

- Organizations need a centralized solution for their multiple locations

- Flexibility in connectivity in terms of wired and wireless
- Need reliable hardware and flexible software
- Integration with third party hardware & software applications
- Reliable biometric technology support
- On-demand report generation

Q. What is your vision for your company?

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?

Security equipment business is tightly linked to the overall economic growth. Lack of customer acceptability of quality product due to price and low awareness about value deliverables of genuine security products hinders the growth. Imported products are inferior and very cheap due to the various direct and indirect subsidies the manufacturers are getting from their governments.

A lot of customers initially buy these products due to cost, but remain unsatisfied with product quality and service. The government should start an awareness campaign highlighting the value that local manufacturers can provide and should set up a regulation to curb very low quality products. Moreover, the government should include policies which encourage more and more Indian electronic manufactures to enter this business by making it a level field.

