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Matrix aims to be a world leader in innovative telecom and security solutions

Marketing has always been a driving force behind sales and profits. The Matrix marketing team is dedicatedly working towards market research, analyzing product movement, identifying new target markets and working on new ways which ultimately increases business opportunities for us and our business associates. We understand that customers trust a brand first and then the product, and hence our team is investing time in activities that can position us as a world leader in innovative Telecom and Security solutions. We aim to include webinars, social media branding, carefully categorized email distribution and insightful videos in our marketing mantra for 2018.

Good data for a Good Brand Strategy

Matrix owns a legacy of refurbishing its product portfolio. We as a company keep a close eye on the movement of each product to get a brief insight of the market structure, customer's requirements and change in their needs as well. We tailor our branding and marketing strategies based on this data and spread word in the market accordingly.

Impact of Digitization on Businesses

Digitization has certainly become the key to drive business because of its benefits of swift execution of business processes and improved accessibility of information exchange. Increased security and retention of information makes digitization a lucrative option for businesses. Since digitization plays an active role in information storage, entrepreneurs will use the same to the fullest for offering customization and personalization to the customers. Optimum usage of the information will be done to reduce customer lead time and indeed widen the loyal clientele.

R&D driving Growth

40% manpower of the Matrix is dedicated towards research and development activities. We started in 1991 as a manufacturer of world class Telecom solutions and our legacy speaks that we have released latest solutions at regular intervals. As time passed, we also came up with innovative Security solutions with two prominent branches – Time-Attendance and Access Control solutions and Video Surveillance Solutions. Matrix R&D has a team of professionals who are zealous and enthusiastic about carrying the wheel of technological advancements ahead and coming up with industry specific solutions.

Brand Positioning vs. Marketing Tactics

Matrix, a leading manufacturer of Telecom and Security solutions believes in creating differentiation in everything, whether it is product differentiation or positioning. We aim to draft a strategy while anticipating customers' needs and market trends. We will be focusing on improving our reachability on the online platforms by being present exactly where the customer is searching us. We will be producing and floating content, be it in the form of video or text explaining new features and applications of our latest products and solutions.



Route to Market Strategy

Our go to market strategy for financial year 2018-19 adheres to the mission of Matrix to offer differentiation in every kind of service we provide and every product we deliver. This year our prime focus will be on widening our reach in the international market. We have exhibitions, enterprise solution meets, media advertisements and more in our roadmap. With brief insights of the market, customer requirements and their preferred media, we will unleash the potential of digital marketing and enhance our reachability in different channels.