



“We want Matrix to be a world-class Products and Solutions company operating all-over the world”

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“Our solutions are versatile, feature-rich, reliable and built using latest hardware and software technologies”

Q. Within a short period of time Matrix has become a name to reckon with in telecom and security solutions. How would you summaries your success and the factors behind the trust and admiration from the customers?

Matrix success is founded on three pillars – Product, Partner and Patron. The products at Matrix are designed, developed and manufactured using latest technologies, filled with rich functions & features. Also all products of Matrix are designed conforming to relevant international quality and certification like CE, RoHS, TEC, FCC etc., delivering reliability and quality performance under stringent field conditions. Having 40+ products in our product basket, we can cater the need of any customer with minimal investment. A strong channel networks of more than 500+ partners, helps the company and customers for faster delivery and prompt after sales service which brings customer's faith in Matrix products.

Q. Share with our readers the different products that you manufacture and

market in India and international markets?

Matrix Comsec is a versatile designer and manufacturer of telecom and security products, which are marketed in more than 40 countries across the globe. Matrix offers a complete range of cutting-edge voice CPE products such as IP phone systems, VoIP and GSM Gateways, Hotel PBXs, Defense and Power line communication systems. With special focus on SMBs and Enterprises, Matrix offers IP telephony, SIP trunking, unified communications, voice & data convergence and enterprise mobility solutions. Matrix offers a wide array of products in the Security domain as well. We provide solutions for three different segments, namely Time-Attendance and Access Control, Video Surveillance and Fire Safety. Our solutions are versatile, feature-rich, reliable and built using latest hardware and software technologies.

Q. Here at the MEE (Middle East Electricity) Matrix has launched “Defence PBX” communication system, could you elaborate more on the product, its key features and targeted customers?

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“The fact that Matrix products are sold world-wide especially in countries of Europe and America exemplifies our R&D capabilities”

“Matrix Defense communication system is engineered to offer reliable performance under all arduous situations. Tested by Indian Army, this product is designed to meet the military standards like MIL-461D and JSS-55555”

At Middle East Electricity Matrix launched “Defence PBX” - specifically designed and developed to address the needs of Defense organizations. It supports interfaces for CO, LD, ISDB BRIU, E1/PRI (Fiber/Copper), GSM/3G, E&M, Data, and HF/VHF/UHF Radios sets. “Matrix Defense communication system is engineered to offer reliable performance under all arduous situations.” Tested by Indian Army, this product is designed to meet the military standards like MIL-461D and JSS-55555.

Q. So far, how has been the response and what is the feedback that you are getting from the visiting delegates for the products?

We have been exhibiting at this show from last year and have received a good response. This year too we got an opportunity to interact with our existing customers, prospective buyers, project consultants, EPC contractors and prospective partners. Moreover this tradeshow also facilitated in finding other companies whose products can be linked with our products and vice-versa. So the opportunity is not merely limited to supplies, but it helps in strategic tie-ups also. Finally it is a meeting point of delegates from across the globe.

Q. With a global footprint and presence in different geographies, how important is the Indian market in terms of growth and opportunities and what differentiates it from more mature

markets in Europe and America?

Matrix is an Indian based company and is obvious that India would be its prime market. Since India is having a huge market potential, all MNC companies are eyeing to achieve it. India has started adopting new technologies in all the segments which includes telecom, power, defense, securities, IT. This adoption of new technologies and transforming from older technologies to latest technologies creates immense opportunity to any company to consider India as a key market in terms of growth.

Q. Shed some light on the security solutions from Matrix and how is the response for these products in Asian and African markets including India?

Matrix offers a wide array of products in the Security domain. We provide solutions for three different segments, namely Time-Attendance and Access Control, Video Surveillance and Fire Safety. Our solutions are versatile, feature-rich, reliable and built using latest hardware and software technologies

For Time-Attendance and Access Control, we provide Card based and Biometric i.e. Fingerprint and Palm Vein based Hardware solutions. Integrated with this hardware comes our web based software which is the heart of our solution. Our software has a modular structure wherein we provide additional modules for Employee Self Service, Visitor Management, e-Canteen Management and

Roster Management.

In our Video Surveillance segment we provide a range of DVRs, NVRs and Analog Cameras from hardware point of view. From software point of view we provide Centralized Monitoring Software (CMS), Web Client and Mobile Viewer for remote viewing.

In the Fire segment we have a range of Conventional Fire Alarm Panels. For all these panels we have the option for remote configuration through our web based configuration software, Jeeves. In the near future we are coming out with a range of Conventional Detectors.

The response from the distributors, system-integrators and end-customers has been very encouraging. We have many significant customers who have trusted Matrix security products. Our COSEC range of Time-Attendance and Access Control Systems has won the prestigious internationally acclaimed iF and Red Dot Design award for its concept and innovative design. Recently we have also won the India Design Mark for our Time-Attendance and Access Control products.

Q. Innovation and technology are at the core of Matrix, what role has they played and expect to play in the future growth of the company?

The R&D team designs products conforming to relevant international standards and makes substantial investment in R&D tools and equipment to stay abreast with the latest technological changes.

“We have already diversified into the security domain three years back; the intention next is to be a very strong player sufficing the needs of both Communication and Security!”

We indigenously design, develop and manufacture our products. Such self-reliance gives us confidence and flexibility to promptly incorporate technological innovations in our products as per the market requirement. The fact that Matrix products are sold worldwide especially in countries of Europe and America exemplifies our R&D capabilities. We have proved our expertise in telecom equipment domain and aim to contribute the same in the field of security products. In future we want Matrix to be a world-class Products and Solutions company operating all-over the world.

Q. Matrix has been conferred with various awards, how do you look at these awards and to what do you attribute your success to?

Matrix has won several national and international awards which are a testimony of its designing and manufacturing competencies. Matrix R&D Centre is

the foundation of its growth and sustenance. The company is consistently introducing technologically innovative products to stay competitive; its R&D division plays an important role in achieving this. Matrix has also won the prestigious internationally acclaimed iF and Red Dot Design awards for its concept and innovative design, which exemplifies the excellence and efficiency of Matrix's R&D.

Q. How do you differentiate Matrix from its competitors and how do you keep ahead of the competitors?

Matrix is SUBSTANCE brand. Substance is in the DNA of Matrix solutions. Substance in the form of technology, depth, genuineness and going beyond the mere outer façade and offer more values in all the areas. This is what differentiates Matrix from the lot. Matrix solutions are packed with More. More productivity, more applications, more flexibility,

more functions, more features, more cost saving, more reliability, and more support. Matrix positioning is based on offering more of these true inherent values which customers expect from infrastructure solutions.

Q. Going forward, where do you see Matrix 5 to 10 years from now and what are the critical tasks that you want to accomplish to take your company to achieve these dreams?

We are very enthusiastic to make Matrix presence felt stronger across the globe. We don't want to leave any stone unturned to achieve this be it the introduction of new products or features, be it more efforts on the research front or the demand to double the production capacities. We have already diversified into the security domain three years back; the intention next is to be a very strong player sufficing the needs of both Communication and Security! ■



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