

“CPEs based on conventional technologies continue to share major market share,”



Mr. Sajeev Nair
Head of Product Management –
Telecom Division
Matrix Comsec Pvt. Ltd.

Matrix is a leader in Telecom and Security solutions for modern businesses and enterprises. They have introduced many innovative products for telecom segment. Products are feature-rich, reliable and conform to the international standards and won many international awards.

Electronics Maker got the opportunity to interact with Mr. Sajeev Nair, Head of Product Management – Telecom Division, Matrix Comsec Pvt. Ltd. at recent Convergence India 2013 expo. He spoke about Matrix latest telecom innovations and applications. Excerpts from interview:

Please tell us about Matrix telecom solution business and its growth in India?

Matrix is an established leader in telecom and security solutions for modern businesses and enterprises. Ingeniously researched, designed and manufactured in India, Matrix offers wide range of products for every business and industrial needs. Pan India presence with comprehensive network of 500+ channel partners, Matrix has a broad customer base in small businesses, enterprises, government, hotel industry, power utilities and Defence organizations.

Which are the key products for telecom solutions which Matrix offers?

Matrix offers 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.

You recently exhibited at “Vibrant Gujarat”, what is the main focus of this event and Matrix participation purpose?

The focus of Vibrant Gujarat was to highlight Gujarat as a source of innovation and creativity for various industrial areas such as automobile, pharma, power and telecom. Matrix’s objective to participate in Vibrant Gujarat was to present itself as an emerging Global leader in Voice CPE industry with the state-of-the-art R&D and Manufacturing facilities. During Vibrant Gujarat summit we demonstrated our latest products and innovative solutions serving to the global markets

and giving one more success story of being a proud Gujarat company.

Which are your innovative products introduced at Convergence exhibition?

During convergence exhibition, we launched three innovative products - Office-in-a-box, Mobile softphone app., and Executive-class touch-screen IP phone. The major attraction of the show was Office-in-a-Box product, which is a single box solution with voice, data, internet, wireless, mobility and messaging features. Targeted for small businesses and branch offices, it provides all-in-one solution for office communication needs.

Which are the promising applications fueling the growth?

Telecom industry in India is changing face rapidly with recent trends of voice & data convergence and unified communications. Organizations are finding ways to unify all their communication related needs such as voice/video telephony, voice mail, email, presence and instant messaging into a single platform. This will help in increasing employee productivity and enhancing collaboration among customers and partners. In line with the same trends and latest developments, Matrix has launched a unified communications platform for small businesses. It includes all voice, data, voice mail, wireless, mobile connectivity, presence sharing and instant messaging from a compact and converged device.

What are the challenges you are facing in Telecom business?

The major challenge we are facing in India is the adoption of new technologies such as VoIP and 4G/LTE at slow pace. CPEs based on conventional technologies have still continued to share major market share. The influx of many overseas vendors with depreciated products is also affecting our business as many customers opt for cheaper alternative rather than 'quality' for short-run business objectives. Further the recent policy favoring the Indian manufacturer to get preference in all domestic purchases from government does not seem to be clearly beneficial. The policy advocates Indian manufacturer to procure 30-40% of its raw material sourced domestically. The telecom industry in which semiconductor components are the main raw material, it is difficult to get low cost and quality sources.

