

“Adhering to the international standards our solutions are feature-rich”



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Matrix has gained credible brand recall among the industry, and outline the journey of its success?

Matrix, as a product company is a leading manufacturer of world class telecom and security solutions especially designed for modern businesses and enterprises. We believe in innovation and our systems are technology driven to meet customer requirement. We employ versatile, feature-rich and reliable solutions to build the latest hardware and software technologies. We are committed to keeping pace with the revolutions in the telecom and security industries. Talking mainly about security solutions, we have launched several cutting-edge products like access control and time attendance systems, video surveillance systems and fire alarm systems.

Adhering to the international standards our solutions are feature-rich, reliable and hence we

could have a global footprint in Asia, Europe, North America, South America and Africa. We ensure that our products serve the needs of the customers and hence we have gained trust and admiration among our customers which is our success mantra.

What are the various Security solutions that you offer today? What are their major applications?

We believe in providing highest value-for-money to our customers. Naturally, customers pay higher attention to many concrete attributes like technology, flexibility, functions, reliability and cost. Matrix products score over competition when compared on basis of these attributes. Matrix Time-Attendance and Access-Control solutions comprise of COSEC family of Security products catering to various markets, industries and customer segments. These solutions offer a wide range of functions, features and benefits, superior to those offered by many other companies.

Matrix COSEC

Matrix COSEC is a state of the art biometric fingerprint and RFID card based Time-Attendance and Access Control System, designed to provide a comprehensive solution for small, medium and large enterprises. Its Ethernet and Wireless (3G, GPRS and WiFi) hardware architecture offers the option to start as a small setup with a single door, which can easily scale along with the growing business. This versatile solution comes with a Web-based Management Software that can monitor and control up to 1000 locations, 10,000 doors and 1,00,000 users in real-time. The basket of advanced security features and innovative management

software, ensures continuous security and increases the productivity of the organization.

Matrix SATATYA

Matrix SATATYA is a range of Industrial grade NVRs, DVRs and Analog Cameras that cater to the video surveillance challenges faced by any kind of organization. Build by incorporating the latest technology, this range of products helps in smart recording and simplified but detailed monitoring.

They also assist in quick detection of events with prompt alerts along with rapid and efficient searching of events for analyzing. These high performing NVRs and DVRs allow remote and centralized management of multiple locations through web-based softwares like Centralized Management Software, Web Client and Mobile Viewer, making them highly suitable for enterprises.

Matrix PROPAC

Matrix PROPAC is a 2, 4 and 8 Zones conventional fire alarm system with 2 and 4 sounder circuits. PROPAC incorporates advanced features and functionalities that greatly simplify its operation, installation and maintenance. Its unique design with a 2x24 character LCD display and a touch sensitive keypad make it ideal for any small or mid-sized, commercial, industrial and institutional buildings.

What are the products that would be exhibited and launched at CommunicAsia, Singapore?

We have a comprehensive range of products for the different class of customers. Our security solutions include time-attendance systems, access control systems, fire alarm panels and range of video surveillance systems. Under the access

control we are launching Palm Vein Readers (PVRs) and under the video surveillance section we are launching Network Video Recorders (NVRs). Palm Vein Reader is a robust authentication system that utilizes state-of-the-art vascular pattern biometric technology. It has a high tolerance of skin surface problems like dirt, sweat, roughness, etc. Many a times fingerprint readers do not give the accurate results in case of dirt, dust, sweat or any injury to the fingers. Also one in 10,000 finger prints are identical. PVR works better on these limitations of fingerprint readers. Hence this device is useful for access and time attendance applications for customers in healthcare, financial institutes, government, retail, defense, education and other industries. It is a highly reliable, contactless biometric authentication solution that is non-intrusive and easy to use.

Under the video surveillance we have introduced network video recorder (NVR) which is an IP based video recorder that operate independently from a PC or other operating systems. It offers cost-efficient and futuristic solutions for security and remote monitoring applications. Connecting directly to the network, NVRs can distribute high quality video over any IP network whether local or remote.

Who are your prospective targeted customers?

We at Matrix believe in providing value for money to our customers. We have products developed for SME to LE allowing us to satisfy the need of every customer.

Our major focus here would be to target the enterprises, government and defense organizations, multi-location organizations, banks, laboratories, retail segment etc.

Any organization looking for a comprehensive solution to enhance security and safety of its organization and its people are our targeted customers.

Brief us about your global and domestic presence?

Matrix markets its products primarily through its strong distribution network of channel partners. We have nearly 500 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 Asia, Europe, America, Middle-East, Africa and Australia. Our marketing team works closely with these channel partners to ensure that the products serve the needs of the customers efficiently, faster and longer. We also have a special customer care department which provides prompt assistance to the customers as well.

Enlighten us about your research & development activities?

All Matrix products are indigenously designed in a dedicated R&D Centre. With more than 40% of the total manpower for development of new products, Matrix R&D is the foundation of its growth and sustenance. The R&D team designs products conforming to the relevant international standards. Matrix makes considerable investments in R&D tools and equipment to stay abreast with the latest technological advancements. It is worth mentioning that Matrix is the only company in its area of operation having a dedicated R&D center focusing on designing and developing latest technology based solutions.

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 so that we can continue to position ourselves as an innovative product based organization.

What kind of technical support do you provide to your customers?

We have a dedicated 24x7 Technical Support at Vadodara manned by well-trained and efficient engineers. The center constantly provides technical assistance to the channel partners and customers during installation, operation and maintenance of the products.

How do you assist your channel partners and system integrators at various stages of important projects as well as with typical applications?

We are basically a product company which closely works with our partners and system integrators when we take our products to the market. Training them is an on-going process. During any project, we work directly with them helping them provide with a detailed solution, verify interoperability, help with installation and configuration as well.

Please name some of your high-value customers.

- Adani Infrastructure
- Gruh Finance Ltd
- Sterling and Wilson Ltd
- Transport Corporation of India (TCI)
- Gold's Gym India
- MRF
- Gujarat Ambuja Exports Ltd
- India Nivesh Pvt Ltd
- Real Image Media Technologies Pvt Ltd
- Presidency Group of Colleges
- Shriram Finance

Do you have any message for our readers?

Safety and Security of human, physical and intellectual assets are of vital importance for all decision makers. All progressive organizations must move towards security solutions that will help them to achieve the desired level of security and productivity. Consider long term deliverables and do not fall for short term gratification like cheap price, while selecting a security solution. ■