

## Matrix Comsec : Succeeding the technology driven growth path



**Q. Matrix has been operational for long time in telecom and security solutions for modern businesses and enterprises; please share some of your milestones & achievements?**

We are an established player in telecom domain with strong IP PBX and Gateway product portfolios. We have launched security products designed to ensure effective safety, security and higher productivity for the organization. Our range of security products include fingerprint and card based Time-Attendance and Access Control Systems (Matrix COSEC), Video Surveillance System ( Matrix SATATYA) and Automated Fire Alarm & Control System ( Matrix PROPAC).

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

Matrix Comsec is completely indigenous for all its core business activities like

**Mr. Ganesh Jivani -  
Managing Director,  
Matrix Comsec Pvt. Ltd.**

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 500+ channel partners all across India and overseas. We work hand-in-hand with our channel partners and system-integrators in sales, installation and after-sales process. Today Matrix products are sold not only in India but in more than 40 countries across the globe.

**Q. Can you elaborate more about the product portfolio & it's applications?**

Matrix Time-Attendance, Access-Control and 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 - A state-of-the-art biometric Palm Vein, Fingerprint and RFID card based Time-Attendance and Access Control System, designed to provide a comprehensive solution for small, medium and large enterprises. It's 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 1,00,0000 users in real-time. With a basket of advanced security features and innovative management software, ensures continuous security and increases the productivity of the organization.

**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 midsized, commercial, industrial and institutional buildings.

**Matrix SATATYA**

Matrix SATATYA DVR is a digital video recorder with 4, 8 and 16 video input channels. It works on latest video compression format H.264, Matrix SATATYA DVR provides advanced features like simultaneous playback of all channels, pentaplex functions, real-time recording of all channels, web based management, remote access through web client, Mobile viewer and CMS.

Matrix SATATYA cameras are available in Dome, IR Dome, and IR Bullet type with 480 and 600 TV lines. All the cameras are available in two different colors (Black or White) to suit the interiors of any offices, residents, corporate, etc.

**Matrix Range of Telecom Products includes**

IP-PBXs, VoIP ATAs, VoIP Gateways, GSM FCTs, GSM Gateways, Hospitality PBX and VoIP Phones. Matrix offers these solutions to the entire range of customers from SOHO, SMB, SME and Large Enterprises. These solutions are widely deployed across all industrial verticals.

**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 launched COSEC family of Access Control and Time-Attendance solutions. Fire Alarm Panel (PROPAC) is another important product we launched in the security domain recently. At present, we are working on strengthening our COSEC family by adding new-generation door-controllers, panels and new functions in the application software. Recently we have launched SATATYA Digital Video recorder and cameras. Presently we are working on network video recorder and other surveillance products.

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

Matrix is among the few Indian companies



which indigenously designs manufactures and markets both Telecom and Security products. All Matrix products are indigenously designed in a dedicated R&D Centre. With around 30% of the total manpower dedicated to 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 investment in R&D tools and equipment to stay abreast with the latest technological advancements.

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 positioning ourselves as an innovative products based organization.

Today, Matrix is positioned as a qualitative and competitive product manufacturer on the global plane and has introduced more than 40 innovative products through continuous research and development activities; strengthening its global competency. The Matrix R&D centre enables us to extend our product development capability in order to best serve the vibrant and burgeoning Global Electronics markets.



**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?**

Indian security and surveillance market demand is robust today and is expected to accelerate in the future. Overall market size is enhancing day-by-day as customers are getting aware about the benefits associated with it. Customer

awareness and government regulations towards maintaining security along with surveillance have always been major growth drivers for this sector.

**Q. What are your strategies to improve the Matrix position in Indian & global market as well?**

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 these attributes.

**Q. What are the key technological trends that are driving the time attendance systems & access control industry?**

Prompt, Non-intrusive and accurate identification of people is the basic challenge in Access Control. There are technologies like palm readers, face recognitions, iris readers etc. being developed, improved and perfected. Another area is integration of Access-Control with other solutions like surveillance, fire safety and telecom products. The third aspect is related to the networking, administration and control of multi-location sites remotely.

**Q. What is your vision for Matrix?**

We want Matrix to be a world-class Products and Solutions company operating across the globe.

**Q. What are the issues you need to address that are related to your industry?**

Products from low-cost countries are inferior and very cheap due to the various direct and indirect subsidies the producers get from their governments. In the short run we lose many cost-sensitive customers to these cheap products. Indian product companies are left to fend for themselves against such unfair competition. There is no need of any protection, but government should ensure some kind of level-playing field if we want Indian electronics manufacturing to grow. ■