

COMPANY SPOTLIGHT

Matrix Comsec Expands Its Global Footprints, Adds New Products to Security Portfolio

Matrix Comsec has emerged as a formidable player in the global security market by incredible focus in product design, manufacturing and distribution. The Indian multinational is making giant strides into security market with 100% growth rate.



▲ **Ganesh Jivani**, - Chief Executive Officer, Matrix Comsec

Established in 1991, Matrix is a leader in Telecom and Security solutions for modern businesses and enterprises. An innovative, technology driven and customer focused organization; the company is committed to keep pace with the revolutions in the telecom and security industries. With around 30% of its human resources dedicated to the development of new products, Matrix has launched cutting-edge products like IP-PBX, Universal Gateways, VoIP Gateways and Terminals, GSM Gateways, Access Control and Time-Attendance Systems, Video Surveillance System and Fire Alarm Systems. These solutions are feature-rich, reliable and conform to the international standards. Having global foot-prints in Asia, Europe, North America, South America and Africa through an extensive network of more than 500 channel partners, Matrix ensures that the products serve the needs of its customers faster and longer.

R&D

All Matrix products are indigenously designed. With around 30% of the

total manpower dedicated to development of new products, Matrix R&D is the foundation of its growth and sustenance. Matrix R&D is located at its corporate office and is spread over an area of 77,000 sq. ft. 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.

MANUFACTURING

Based at Waghodia, Vadodara in India, the Matrix manufacturing unit is operated by a well qualified and dedicated team of engineers. Spread over an area of 73,000 sq. ft., the structure houses departments like Assembly, Testing, Quality Control, Stores and Despatch. Matrix has a production capacity of about 10,00,000 ports per annum. The Unit also houses a full-fledged technical support center spread over an area of 10,000 sq. ft., manned by well-trained and efficient engineers. The center provides immediate technical assistance to Matrix channel partners and customers during installation, operation and maintenance of the products.

MARKETING

Matrix markets its products primarily through its strong distribution network of channel partners. Over 500 channel partners spread across the globe are marketing, selling and supporting Matrix products. In addition to India, Matrix products are available in many countries of Europe, the Americas, Middle-East,

Africa, Asia and Australia. The Matrix marketing team works closely with these channel partners to ensure that the products serve the communication needs of customers faster and longer. A special customer care department provides prompt assistance to the customers.

AWARDS & ACCOLADES

Matrix has gained trust and admiration customers representing the entire spectrum of industries. Matrix has won many international awards for its innovative products. It won prestigious iF award in Germany for the aesthetic product design of Cosec Door. It also won Red Dot award for its Cosec FCX touch.

PROJECTS

According to Ganesh Jivani. "Matrix is working closely with large system Integrators like Wipro. We had recently implemented wide range of Security solutions for Adani group in their port and power plants. We had bagged a prestigious contract in Saudi Arabia and many more are in pipeline."

FUTURE PLANS

"Matrix is growing at 100% growth rate and would continue to grow by expanding its global footprints. We are focusing on global security market to emerge as a major security brand. Our inherent strength in product design and manufacturing would give us a competitive edge," said Ganesh Jivani.