

**“Under the access control head we are launching Palm Vein Readers (PVRs) and under the video surveillance section we are launching NVRs”**



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**Q. Matrix has gained credible brand recall among the industry , 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 keep pace with the revolutions in the telecom and security industries. So far we have launched several cutting-edge products like IP-PBX, universal gateways, VoIP gateways and terminals, GSM gateways, 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 foot print 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.

**Q. What are the products that are exhibited & launched during this show ?**

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 head 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 utilises 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 finger print 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 this limitation of finger print readers.

Hence this device is useful for access control and time attendance applications for customers in healthcare, financial institute, government, retail, defence, education and other industries. It is a highly reliable, contactless biometric authentication solution that is non-intrusive and easy to use.

We have been working on this technology since the past one year and only last month we have officially launched it. We are introducing it to our customers through this exhibition. The product is entirely conceptualised, designed, manufactured and marketed by us. We are neither the importer nor distributor. We own our design and get it manufactured accordingly. Since we develop world class products we believe in selling across the globe rather than only in India.

Under the video surveillance we have introduced network video recorder (NVR) which is IP based video recorders that operate independently from a PC or other operation 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.

**Q. Who are your prospective target customers?**

The palm vein readers can be used for two specific applications – industrial application where the normal finger print reader cannot work. These include warehouses, offices, etc.

The other applications is the high sensitive security applications which include the power plants, nuclear stations, strong rooms of the banks, government defence organisations, laboratories, etc. This system works even if the quality of the finger is not good but high security is required.

**Q. What are your plans as far as targeting the SME segment which is large in number?**

We are primarily focussed on business customers and do not deal with individual customers or even on the network side customers. Historically we are a telecom company and have been dealing with big business customers only. Our basic clientele includes factories, offices, warehouses, manufacturing companies, banking and financial institutes, pharmaceuticals, etc.

Our products like the access control and time attendance and video surveillance are targeted at these customers. Business customer is the key person for our company and we strive towards providing the best

quality product to them.

**Q. How do you plan to reach out to the end-users?**

We believe in positioning our products in the market as per the value of the product and not as per the price at which it is available in the market. We do not believe in the concept that our product is priced 10 per cent lower than the market rate. Irrespective of what price the product is sold in the market, we believe in creating a value in terms of its features, functions, flexibility, reliability, etc.

We strongly believe in the word 'MORE' which implies that whatever we do we strive to do it more. That is the reason when compared to other solutions we always work towards ensuring whether are we doing it more and is our customer gaining more value out of it.

**Q. Please comment on the channel distribution network in order to reach out in every corner of the industry?**

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 Europe, America, Middle-East, Africa, Asia and Australia.

Our marketing team works closely with these channel partners to ensure that the products serve the communication needs of the customers efficiently, faster and longer. We also have a special customer care department which provides prompt assistance to the customers.

**Q. Do you undertake any training programmes or do you adopt any educational approach for your system integrators as well as channel partners?**

We are basically a product company and hence we do not do system integration. We closely work with our partners when we take our products to the market. Training our partners is an on-going process.

We have a dedicated full-fledged training centre at Vadodara manned by well-trained and efficient engineers. The centre constantly provides technical assistance to the channel partners and customers during installation, operation and maintenance of the products. ■