

“Today **Matrix** is positioned as a qualitative and competitive product manufacturer on the global planet”



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

Matrix Comsec is indigenous for all its core business activities like 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 600+ channel partners spread across India and overseas. We work hand-in-hand with our channel partners and system integrators in pre-sales, sales, installation and after-sales process. Today Matrix products are sold not only in India but also in 50+ countries across the globe.

**Q. Can you elaborate more about the product portfolio & its applications?**

Matrix range of telecom products meet the varied communication requirements of customers from diverse industries, businesses and institutions. We have comprehensive

range of telecom products; which includes range of IP-PBX (SMB, SME and Enterprises), range of key phones and IP Phones, Converged Exchanges, Universal Gateways, GSM Gateways and VoIP Gateways.

These products find applications in:

- SOHO, SMB and Enterprise Communication Systems
- Housing Complexes
- Hospitality PBX
- Call Center Switch
- Service Provider
- Electricity Utilities

Matrix range of security solutions include Tim-Attendance Systems, Access Control Systems and Video Surveillance Systems. These solutions are futuristic and specifically designed for large enterprises and multi-location organizations.

**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 have launched our two flagship products in the year 2013-2014.

#### 1. Office-in-a-Box Solution (NAVAN CNX)

NAVAN CNX is single box solution offering voice, data, internet, mobility and messaging services from a compact and converged platform. Ideal for small businesses and branch offices, it delivers internet access, wireless mobility, firewall, VPN and enterprise-like call



management features for all office communications needs. This multi-service appliance overcomes the complexities of employing separated devices for each function such as Phone system, Data router, Network switches, Wi-Fi access point and Voice Gateways to simplify the communication infrastructure and reduce total cost of ownership.

#### 2. IP-PBX for Large Enterprises (ETERNITY LE)



Matrix ETERNITY LE is a powerful enterprise communication solution designed to transcend all technological, organizational and geographical boundaries. This thorough breed solution offers advanced functionality backed by reliability and flexibility that today’s growing enterprises expect from a communication solution.

Unlike other IP-PBXs in this range, ETERNITY LE is an energy efficient, compact, single rack solution that eliminates the need of large power stations and stacking multiple cabinets to offer scalability up to 2000 users. Its advanced call capabilities and comprehensive features ensure that the organizations is more responsive, alert and aptly empowered to do more.

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

India for a long time has enjoyed the reputation as a destination for outsourcing IT and business processes. Now, the country is fast emerging as a major center for cutting-edge research and development (R&D) projects for global multinationals and Indian firms.

Matrix is among the few Indian companies which indigenously design, manufactures and markets both Telecom and Security products. With around 40% of the total manpower dedicated to the development of new products, Matrix R&D is the foundation of its growth and sustenance. Today Matrix is positioned as a qualitative and competitive product manufacturer on the global planet and has introduced more than 40 innovative products through continuous research and development activities; strengthening its global competency.

This dedicated R&D centre has a great opportunity to extend our product development capability in order to best serve the vibrant and burgeoning Global Electronics markets as well as the target of catering to the need of the international market. 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 and design products accordingly.

**Q. Brief us about the quality policy for your business?**

We at Matrix are driven by the mission of delivering world-class Telecom and Security 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?**

The growing Indian economy is a promising business destination. Overall PBX market is moving towards IP Technology. With reference to India, Omni present POTS and GSM would still play a major role in offering connectivity in the length and breadth of India. The requirement sought after, would be Hybrid IP Solutions. The demand for Unified Communication would also grow among enterprises. The traditional PBX market will come down. It is expected that PBX industry will grow from 20 to 25 percent in line with the expected India GDP growth of 10 percent. We are aiming for 30% revenue growth this financial year.

We have specialized solutions to cater the needs of varied domains/segments, we foresee manufacturing, real estate, hospitality, BFSI, and Government organizations are in our priority list of prospects.

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

To begin with, Matrix products are amply differentiated in architecture, functions and features from competition. In marketing and sales, we believe in strong distribution & channel network. We have nearly 600 + 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 and security needs of the customers efficiently, faster and longer.

We also have a special customer care cell, which provides prompt assistance to the customers. Finally,

we invest a lot of resources in after-sales support to the end-customers and channel partners ensuring 100% satisfaction to all our customers.

**Q. According to you what are the factors affecting to your business?**

The un-clear regulatory policy for the usage of VoIP Network in India is restricting the expansion of VoIP to a certain extent. The secondary challenges would be from the competition from unorganized players and cheap products from across the border.

**Q. What are the key technological trends that are driving the telecom industry?**

**Key Technological Trends:**

- Need of Enterprise Mobility for Mobile Employees
- Mobile Device Diversity and Management
- Mobile Apps
- Unification of Voice, Video and Data
- Multi-location Connectivity
- Secure Integration with Branch Office
- M2M Communications

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

Our vision is to build Matrix as a world-class telecom and security solutions and services company operating all over the world.

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

The main challenges would be to address requirement of customized solutions of businesses. The un-clear regulatory policy for the usage of VoIP Network in India is restricting the expansion of VoIP to a certain extent, if addressed would open up new dimensions for telecom industry. ■