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GANESH JIVANI,
FOUNDING MEMBER

MATRIX COMSEC

OFFERING HIGH PERFORMANCE
**TIME-ATTENDANCE
AND ACCESS CONTROL**
APPLICATION

IN MY OPINION

*Earl Naegle, Managing
Director, Commercial Sales,
Peerless-AV*

CXO INSIGHTS

*Vaibhav Vats,
Co-Founder,
Digiperform*

CEO INSIGHTS

*Shailendra Naidu,
CEO,
OBOPAY*

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C O N T E N T S

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COVER FEATURE

Matrix Comsec

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By Deepshikha Singh



**GANESH JIVANI,
FOUNDING MEMBER**

Security solutions are evolving from age old bulk centralized panels to distributed architecture using IP based intelligent controllers. IP, Wireless, Mobility, and Cloud are the technology trends driving innovation. More and more solutions are moving to IP and offering wireless connectivity. Security market is receiving unprecedented attention nowadays and has become a more active industry than ever. Including various commercial applications and solutions, the Security and Video Surveillance market in India is worth about Rs 7,000 crore per annum and is expected to grow at 18 percent CAGR between 2017 and 2020. The need for automating security and enhancing productivity by smart identification features is gaining popularity. Turning this industrial demand into good account is Matrix Comsec, a 1991 established innovative, technology driven and customer focused organization set up with the objective to keep pace with the revolutions in Security and Telecom industries.

A leader in Security and Telecom solutions for modern businesses and enterprises, Matrix understands the increasing popularity of smartphones in mobile based Time-Attendance and Access Control solution, and hence, the firm meets hi-tech demands of the industry with - Matrix COSEC APTA, a comprehensive Mobile Application that allows COSEC users to monitor and manage their Time-Attendance and Access Control application. Matrix COSEC APTA allows users to mark attendance and gain access through QR Code and Bluetooth based user identification. This paradigm shift from conventional to IP based



VALUE DIFFERENTIATION IS THE PRIME BUSINESS STRATEGY FOR MATRIX. WE WORK HARD TO CREATE DIFFERENTIATION IN EVERYTHING WE DO – PRODUCT DESIGN, MANUFACTURING, MARKETING AND SALES AND SUPPORT



architecture suitable for connecting multi-location is highly beneficial to the enterprises as it provides mobility, cost effectiveness, secured end to end communication and remote access. Matrix Access Control solution is packed with as Anti-Pass Back, Occupancy Control, and 2-Person Rule. In addition, value added features such as First-In User, Blocked Users, Door Auto Relock, Guard Tour and Smart Card Identification ensure

flawless security of physical assets and safety of manpower.

After studying the market and the challenges faced by different industries, Matrix designed cutting-edge products to provide cost-effective solutions that fulfill the needs of the customers. "Value differentiation is the prime business strategy for Matrix. We work hard to create differentiation in everything we do – product design, manufacturing, marketing and sales and support. With this, we also assure that enhanced security is delivered to the end customers. Matrix is a brand that stands for 'SUBSTANCE' in terms of technology, depth, genuineness and going beyond the mere outer façade and offering more values in all areas. This is what differentiates Matrix from its competitors. We continuously strive to offer MORE in everything we do, be it technology, applications, functions, features, performance, flexibility, reliability or support," says Ganesh Jivani, Founding Member, Matrix Comsec.

Having served celebrated names like ABB, Adani, Garnier, Pepsi, Apollo Hospitals, GEC Alstom, Price Waterhouse Coopers, American Express, Grindwell Norton, Raymond, Bajaj Auto, Glenmark Pharmaceuticals, Vodafone, Reliance Commu-

nications, Indian Oil Corporation, Bharat Petroleum, State Bank of India, National Bank of Abu Dhabi, World Bank, Space Research Organization (ISRO), today, Matrix has earned the trust of more than 7,50,000 customers spread across diverse industry verticals including BFSI, telecom, IT, manufacturing, hospitality, healthcare, education and more.

Currently vesting its focus on three technology domains – IP Video Surveillance, People Mobility Management solutions (Access Control, Time-Attendance, Visitor Management, etc.) and Telecom, Matrix is focusing on modern enterprises, SMEs and SMBs for the future. "We started by adding Access-Control and Time-Attendance solutions and at a later stage, IP Video Surveillance solutions. Currently, we are focusing on IP-PBX and Unified Communication, Access Control and Time-Attendance and IP Video Surveillance. We are constantly performing to develop cutting-edge technologies and solutions, and taking them to the international and domestic markets. It is a journey we started 25 years ago and are enjoying it so far. We are investing in our people, processes, products, infrastructure, and culture to build a world class organization," concludes Ganesh. ■