

“ Matrix is a Supplier for Aadhar Based Student Attendance System ”



Mr. Ganesh Jivani
Managing Director, Matrix Comsec

Matrix acquired many large and reputed customers during the year 2016. Its channel network grew in terms of both - number and reach. It also added quite a few cutting-edge products in all the three domains. Matrix expanded its R&D and marketing-sales. Ganesh Jivani, MD, Matrix Comsec reveals his plans for company's growth in year 2017.

DT: What have been the key highlights of Matrix during the year 2016?

During 2016, Matrix grew significantly during the year on all dimensions – customers, markets, channel, products, people, revenue and profits. We acquired many large and reputed customers during the year. Our channel network grew in terms of both - number and reach. We also added quite a few cutting-edge products in all the three domains. Matrix expanded its R&D and marketing-sales significantly. Overall, 2016 was a very significant year for Matrix.

DT: What makes customers and partners stick to Matrix?

We work hard to create and deliver SUBSTANCE in everything we do including product design, manufacturing, marketing, sales and after-sales services. In simpler words, we offer more in all the aspects of our business – technology, applications, functions, features, performance, flexibility, reliability and support.

DT: Do you think that Government of India's 'Make-in-India' and 'Digital India' programs are seeing the light of day?

Matrix appreciates 'Make in India' and 'Digital India' programs initiated by our Government. In fact, Matrix has been a "Make in India" Company since our inception in 1991. Matrix designs

all its products in its own government recognized R&D Centre.

Expecting favorable conditions for domestic manufacturing, Matrix is focusing on two important initiatives. First, we are working harder to scale up our business. Second, we are actively developing domestic manufacturers for the parts we were importing in the past. Our cost and delivery parameters improve significantly when we replace our imports with indigenized-localized parts.

DT: Is your company engaged in any Govt. projects specifically under the Digital India program?

Being an indigenous technology company, Matrix is an integral part of Government's Digital India initiative. We supply many products to government and semi-government organizations. For example, Matrix is a preferred supplier for Aadhar based student attendance system in one large Indian state. Matrix also supplies telecom equipment to defence including Indian Army, BSE, CRPF, Air Force and Indian Navy.

DT: How does the channel help you to reach out to your potential

customers? What's your channel strength?

Matrix is a channel-oriented and channel-driven company. Usually, Matrix does not sell directly to end-customers. For marketing, sales and after-sales services, Matrix believes in strong distribution and channel networks. We work with 1000+ channel partners spread across the globe who are focused on marketing, selling and supporting Matrix products not only in India but also in other countries including Europe, America, Middle East, Africa, Asia and Australia.

DT: What's your roadmap or strategy for the year 2017?

During 2017, we aim to offer new products and consolidate our presence in the targeted markets. In the physical security domain, we will continue focusing on People Mobility solutions including Access Control, Time-Attendance and IP Video Surveillance. In Telecom, Matrix will strengthen its Unified Communications, Convergence and Media Gateways.