

Our vision is to Build **Matrix** as a World-class Security and Telecom Solutions and Services Company: **Ganesh Jivani**

BY ANANT JOSHI, a&s INDIA

(Intro) Matrix is a leader in Telecom and Security solutions for modern businesses and enterprises. An innovative, technology driven and customer focused organization; Matrix is committed to keep pace with the revolutions in the telecom and security industries. With more than 40% of its human resources dedicated to the development of new products, Matrix has launched cutting-edge products like Video Surveillance solutions, Access Control, Time-Attendance, IP-PBX, Universal Gateways, Terminals, Convergence solution, VoIP Gateways and GSM Gateways. These solutions are feature-rich, reliable and conform to the international standards. Having global footprints 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. a&s Interacted with Ganesh Jivani, CEO, Matrix Comsec to get the updates on Matrix Comsec.

Q What are the latest developments at Matrix with specific reference to India market?

A India is a very important market for us. We are strengthening all dimensions of our business in India, starting with new solutions and products, SI network expansion, manpower in sales and support and awareness/inquiry generation from customers through various marketing and branding events.

For example, we are participating in all the industry and end customer exhibitions to showcase Matrix solutions. Moving forward from metros and tier-1 cities,

we are also expanding the system integrator network and adding sales people in tier-2 cities.

Q How is Matrix Comsec planning to expand the product portfolio in various segments of security?

A We are focused on Video Surveillance, Access Control and Time-Attendance. We intend to strengthen these current solution portfolios and establish our presence in the market. From this perspective, our current priority is domain depth and not horizontal width. In Video Surveillance, we are working on solutions built around cutting edge IVA, new generation Network Video Recorders and IP cameras. In Access Control and Time-Attendance, we are adding innovative business solutions, enhanced biometric technologies and new generation devices.

Q What are your views and suggestions on government's "Make in India" program?

A Matrix applauds 'Make in India' and 'Digital India' programs initiated by the 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 and manufactures in its factory.

Q What are your observations about the Smart City Mission?

A After focusing on villages for 60+ years, it is refreshing to see the government focusing on our cities. Smart City is an excellent concept covering all the dimensions affecting our lives including air, water, noise, traffic, sanitation, health, safety, recreation, etc. It is impressive and motivating to see the cities and their administration and citizens working wholeheartedly on such comprehensive and transformational projects. No wonder, these cities are slowly and steadily but surely metamorphosing from squalid urban sprawl to well managed modern cities.

Q What is the Matrix's strategy for implementing Safe City projects in India?

A We and our system integrators are working closely on offering IP Video Surveillance solutions. Matrix has designed a modular and scalable centralized video surveillance management system that meets demanding needs of city surveillance.

Q How are the global security trends bolstering growth in Indian security market?

A In contrast to the past, India is very well integrated with the global technology trends and developments. The large delay or

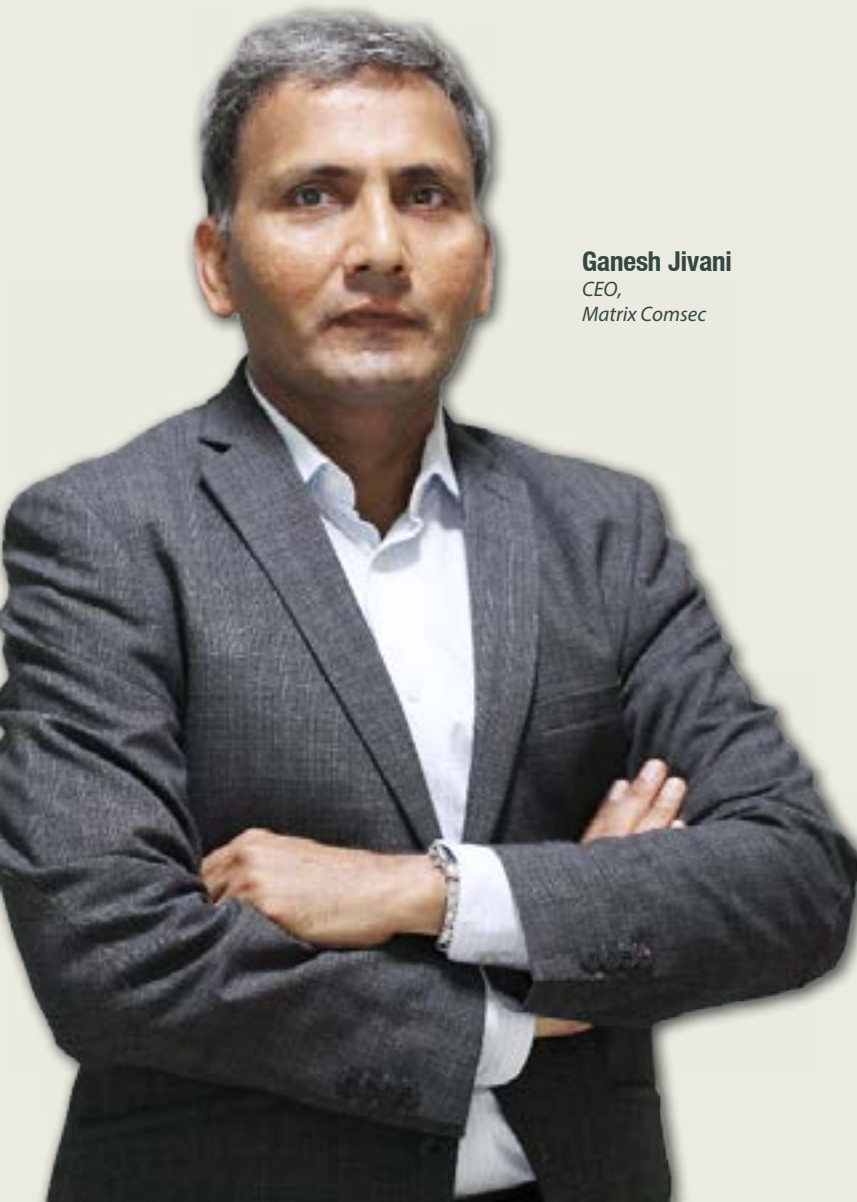
lag between the world and India has narrowed to a very small margin. Today, any new technology or product launched anywhere in the world is available in India either immediately or with slight delay.

Q How the new government policies are helping to resolve key issues?

A Make in India will build manufacturing ecosystem in India. GST will simplify indirect taxes on goods and services, making it very easy to move products and services across the country bringing huge efficiency dividends. Similarly, policies on export promotion encourage companies to invest and develop export business from India.

Q How Matrix Comsec is positioning itself in the Indian as well as overseas security market?

A Matrix builds Security and Telecom solutions for modern organizations where come together for work, learn, travel, enjoy or live. With this focus, we target all types of organizations including offices, factories, hospitals, hotels, airports, residences, etc.



Ganesh Jivani
CEO,
Matrix Comsec

Substance and differentiation are the values we offer to these customers. We strive to bring substance or depth in everything we do including our products and services.

Q What are new initiatives undertaken by Matrix Comsec in India and abroad?

A We are focusing on Go-To-Market strategies to bridge the gap between Matrix solutions and customers. Towards this, we have formed special teams for every domain with mandate to create awareness about Matrix and its solutions among various industry sectors.

Q What are the challenges and opportunities faced by Matrix so far?

A We build People Mobility Management solutions for modern enterprises. These are exciting times and we see multiple opportunities on all dimensions of our business – new technologies, new solutions and new markets/geographies. On technology front, higher resolution capturing and encoding now allow us to solve problems, which we could not in the past. Newer and better IVA algorithms create opportunities to build newer solutions and products. We also see huge opportunities in taking Matrix solutions to the international markets.

Q Any recent award or recognition for Matrix Comsec?

A Thanks to our customers, channel partners and our team, Matrix solutions, products and people are recognized and winning various awards. Matrix won following awards last year:

- ELCINA–EFY Award 2015-16 for Outstanding Achievements in Research and Development
- IETE - Corporate Award for Performance Excellence in Computer and Tele-communication Systems
- Best Intelligent Security Solutions Provider by Electronics Maker
- India Design Mark Award
- SECONA Shield Award for Best Access Control Solution
- SME Channel Magazine Business Leader of the Year (Mr. Ganesh Jivani, CEO, Matrix)

Q What are the future plans of Matrix Comsec?

A During 2017, we aim to offer new solutions and products to 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 and Convergence solutions.

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

