Unlocking Customer Service Excellence: How Matrix Transformed Telecommunication of a Leading Bank.

Case Study

INDUSTRY	BFSI (Bank)
LOCATION	Mumbai, India
CHALLENGES	• To have a Single IP-PBX System with 1250 Analog Extensions • To Connect Matrix IP-PBX System with another Brand's IP-PBX system over IP • Required a Gateway System to Convert IP Extensions into Analog • To Access basic Telephony Features in the PBXs Connected with Matrix IP-PBX • Maintenance of the System
SOLUTION	• One ETERNITY LE with 23 SLT48 Cards • Four PRI Dual Cards and One VOIP Card • Five SETU VFXTH0032 for Connecting Analog Extensions Provision made for Call forward, Conference, CLI, LCR, Auto-attendant and Call Recording • Web-based Intuitive User Interface for Hassle-free Maintenance
PARTNER	Space Office Systems (I) Private Limited, Mumbai

❖❖ MATRIX ®

TELECOM | SECURITY

INTRODUCTION

A leading private sector bank offers financial solutions through its nationwide branches, with its headquarters in Mumbai, India. They required a single-box communication system to accommodate 1250 Analog users while integrating with other brands' PBX systems Over IP.

CHALLENGES

The Bank wanted to have a compact IP PBX system with all the end users as Analog extensions. ETERNITY LE could accommodate up to 1100 Analog users as its other slots were occupied with PRI cards. To increase the capacity of Matrix IP-PBX system and integrate it with other brands' IP-PBX systems over IP were major challenges faced by the customer.

SOLUTION

Matrix, working along with its regional channel partner - Space Office systems (I) Pvt. Ltd., Mumbai, understood the requirement of the customer and delivered ETERNITY LE along with five units of SETU VFXTH0032.

ETERNITY LE with 23 SLT48 Cards
ETERNITY LE is an IP-PBX with 28 universal slots while SLT card is used to connect Analog phones. IP-PBX was occupied with 23 cards of SLT48 and 4 cards of PRI dual that yields 1100 Analog users and 240 calling channels.

Five SETU VFXTH0032 and VOIP32 Card
As the customer wanted to have additional 150 users, which ETERNITY LE could not afford, provision for five SETU VFXTH0032 (VoIP to FXS Gateway) was made. One IP card, VoIP32 was given to ETERNITY LE to integrate SETU VFXTH0032 with it. Now, the customer had a total of 1250 Analog extensions.
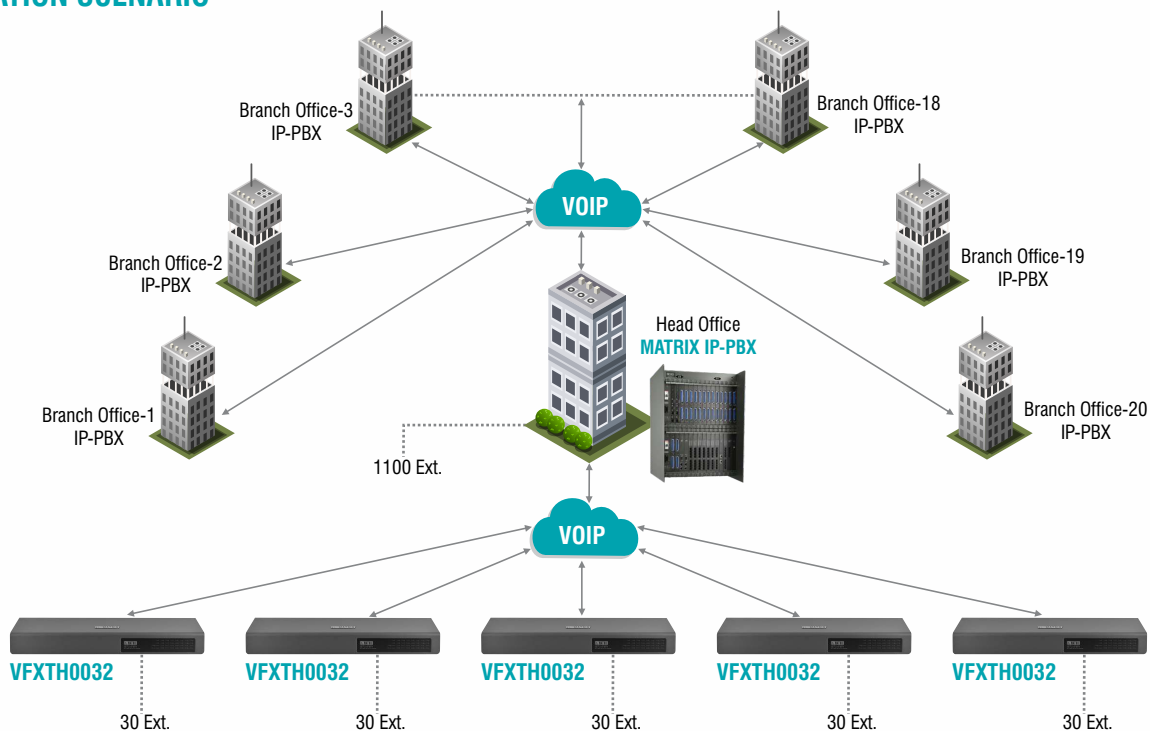
Connected Matrix IP-PBX with other IP-PBX Systems over IP
Twenty branches were having IP-PBXs other than Matrix. All other IP-PBX systems were connected to Matrix IP-PBX over IP to have multi-branch connectivity with reduced communication cost and basic telephony features.

Web based Intuitive User Interface for Hassle-free Maintenance
With Web based User Interface and Remote Management feature, Matrix PBX is easy to maintain and can be operated by IT staff from anywhere, anytime.

APPLICATION SCENARIO

RESULTS

- Seamless Internal Communication Boosted Employees' Efficiency
- Enabled Bank Staff to Offer Enhanced Customer Services
- Convenience Delivered with Plug and Play Operations
- Reduced Investment with Compactness
- Transparency of Features between Two different PBX Systems
- Enhanced Reach of IT Department

ABOUT MATRIX

Established in 1991, Matrix is a leader in providing Security and Telecom solutions for business organizations of all sizes and industries. As an innovative, technology-driven, and customer-focused organization, Matrix is committed to keeping pace with the revolutions in Video Surveillance, Access Control, Time-Attendance, and Telecom applications.
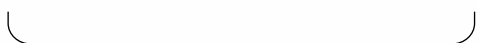
With around 40% of its human resources dedicated to research and developing new technologies and products, Matrix is a truly Make-in-India company. All Matrix products are entirely researched, designed, and manufactured in India.

Matrix's Video Surveillance portfolio covers end-to-end solutions including Video Management Systems, Network Video Recorders, and Network Cameras. Likewise, Matrix's People Mobility portfolio includes Access Control, Time-Attendance, Visitor Management, Elevator Access Control, Panels, Controllers, and Readers. Matrix offers Unified Communications, IP-PBX, Universal Media Gateways, VoIP and GSM Gateways, and Communication Endpoints in the telecom domain.

All Matrix products are feature-rich, reliable, and conform to national and international standards such as CE, FCC, BIS, TEC, UL, and many more. With exports to 50+ countries, Matrix has won the trust of 1 million+ customers.

Matrix has ISO 27001: 2013, 20000-1 2018, 14001- 2015, 9001: 2015 certifications for quality management standards. We have also been awarded ZED Quality Certification, and DSIR Certification for indigenous R&D and Manufacturing to name a few.

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