



# METACUBE LEVERAGED ON IP COMMUNICATION TECHNOLOGY WITH MATRIX UNIFIED COMMUNICATION SERVER

## Case Study

### CUSTOMER

Metacube

### INDUSTRY

Software Development Services Industry

### LOCATION

Jaipur

### MATRIX PARTNER

Sharda Systems and Services

### CHALLENGES

- Switch to the Latest IP Communication Technology
- Connectivity with Existing Brand PBX
- Proper Management of Incoming and Outgoing Calls

### SOLUTION

- SARVAM UCS with IP at Core
- QSIG License for Connecting another Brand PBX with Matrix SARVAM UCS
- PRI Card offering Adequate Number of Calling Channels
- SARVAM VOCODER4 Channel Licenses for Scalability of VOIP Channels

### RESULTS

- 24X7 Connectivity
- Reduced Lost Call Ratio
- Elevated Communication Experience
- Minimum Maintenance
- Boosted Team Efficiency



The software development industry has always been an evolving sector. Beginning of every year marks the entry of developments. Thus, companies offering software development services are always under pressure to redefine their working patterns and use only the latest technology solutions to curb competition.

## INTRODUCTION

Metacube is a well-known software product development services company. The company partners with start-ups and established companies and assists them in designing secured software that suffices the distinct requirements of their clients. Being a technology driven company, the owners were looking for a communication solution that offers them an easy shift to the latest technology.

The owners wanted one of the best solutions for their organization. Therefore, they took a tour of the market to find a reliable system. After taking market feedback and studying the specifications of other players, the owner opted for Matrix Communication solution because of its flexible architecture and reliable after-sales support.

The owners have not faced any issues since the deployment. Now, all the employees are connected with each other. There has been substantial decrease in the call drop ratio resulting in no lost business opportunities.

## CHALLENGES

One of the main concerns of Metacube was to shift to the latest communication technology. The owners wanted to build a robust communication link between their employees. A legacy PBX of another brand was already installed at the Metacube. Since the owners wanted to scale up and switch to latest communication technology, they wanted a PBX with IP at core, which can be integrated with the existing PBX and offer transparency of features as well.

For a service company, lost calls mean lost business opportunities. Since Metacube is one of the pioneers of the software development service companies, they received huge number of customer calls on a daily basis and missed many of these because of the unavailability of adequate calling channels.

## SOLUTION

With a combined team effort of Matrix and **Sharda Systems Pvt. Ltd.**, a solution was tailored consisting of:

- **SARVAM UCS – the Unified Communication Server for Modern Enterprises**

Metacube owners' need of experiencing latest communication technology was satisfied with Matrix SARVAM UCS. With IP at core, the Unified Communication server ensured robust connectivity and offered a range of features that streamlined external and internal communication.

- **QSIG License for Connecting PBX of a Different Brand with Matrix SARVAM UCS**

The owners wanted to connect the existing PBX of a different brand with Matrix SARVAM UCS and avail the features of both the PBXs. Matrix connected both the PBXs by offering QSIG license for the PRI card. QSIG license offered feature transparency and the facility to utilize trunks of both the PBXs to reduce the call drop ratio.

- **PRI Card Offering Adequate Number of Calling Channels**

The company received many calls from their prospects as well as the existing customers. Every lost call could harm their image. To solve the problem, Matrix offered PRI card with 30 channels for simultaneous calling. Appropriate number of channels ensured proper management of the internal and external calls.

- **License to Avail the Connectivity of VOIP Channels**

Owing to the heavy call traffic, license for availing the connectivity of VOIP channels was provided. Connectivity over VOIP proved to be value for money investment since communication convenience was improved and the call drop ratio also reduced significantly.

## RESULTS

- **24x7 Connectivity**

Communication routed over the same system ensured anytime connectivity. Availability of adequate number of channels in both the VOIP and PRI networks enabled staff members to place and receive external calls without facing any connectivity issues.

- **Elevated Communication Convenience**

With easy access of intelligent call management features such as Call Forward, Call Transfer, Call Hold, Call Mute and Audio Conference, the communication convenience of employees was taken a notch higher.

- **Minimum Maintenance**

All Matrix communication platforms offer centralized web based management. Therefore, system engineers can now resolve the issues from anywhere without physically travelling to that place, thus saving time.

- **Boost in Team Efficiency**

The entire staff is now connected with each other. Easy access of intelligent call management features has only improved the ease of calling. Now, all the staff members are connected with each other and can discuss on different projects, thus boosting team efficiency.



## ABOUT MATRIX

Established in 1991, 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 IP-PBX, Universal Gateways, VOIP Gateways and Terminals, GSM Gateways, Access Control, Time-Attendance and Video Surveillance solutions. 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. Matrix has gained trust and admiration of customers representing the entire spectrum of industries. Matrix has won many international awards for its innovative products.

*For further information, please contact:*



### **MATRIX COMSEC**

#### **Head Office**

394-GIDC, Makarpura, Vadodara-390 010, India.

Ph: +91 265 2630555

E-mail: [Inquiry@MatrixComSec.com](mailto:Inquiry@MatrixComSec.com)

#### **Manufacturing Unit**

19-GIDC, Waghodia, Dist. Vadodara-391 760, India.

Ph: +91 2668 263172/73

[www.MatrixTeleSol.com](http://www.MatrixTeleSol.com)