

TV18 Broadcasting Group Trusts Matrix ETERNITY IP-PBX to Efficiently Manage High Call Traffic.



Introduction

TV18 is a television broadcasting group offering media services and operates various channels for Indian viewers. The customer was looking for a reliable and robust communication backbone to seamlessly handle its high call traffic. The broadcaster opted for Matrix ETERNITY ME IP-PBX. ETERNITY ME is a specialized IP PBX designed for enterprises.

Customer's major challenge was to have 24x7 uninterrupted communications even during downtime of existing telecom infrastructure. They required a reliable Communication System to process their large number of calls.



ETERNITY ME

INDUSTRY	Broadcasting
CUSTOMER	TV18 Broadcasting group
SERVICES	Media Services
LOCATION	Delhi, India
CHALLENGES	<ul style="list-style-type: none"> • Reduce Call Loss • Server Downtime with Existing Phone System • Solution for Carrying out 20,000 Day-to-Day Calls
SOLUTION	<p>Matrix ETERNITY ME – The IP-PBX with Seamless Mobility and Universal Connectivity</p> <ul style="list-style-type: none"> • ETERNITY ME Scalable up to 512 Ports • Integrate Existing Infrastructure with ETERNITY ME to Provide Seamless Connectivity even in Server Downtime • Connected 10+ T1/E1 PRI Lines for Handling 20,000 Daily Calls

Challenges

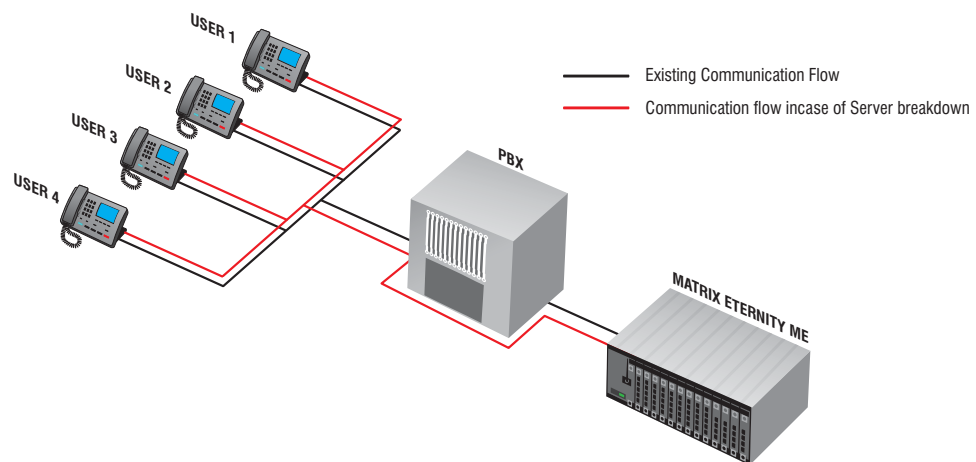
The existing client setup included a phone system that lacked them round-the-clock connectivity. As a result of which customer lost 15000 to 20000 calls a day. Customer's business model being based on tele-calling, they could not afford such call losses. On analyzing the complete scenario, the client was skeptical about the solution that can integrate with their existing infrastructure and provide them connectivity even during downtime.

Solutions

Matrix along with its Delhi based channel partner-Corporate Tele Systems Pvt. Ltd. offered ETERNITY ME that integrated with their existing Phone System. ETERNITY ME is a compact platform with convenient features and flexible functionalities, eliminating the need of large power stations and multiple cabinets.

- ETERNITY ME – The IP-PBX with up to 512 ports
- Seamless connectivity even in server downtime with integration of ETERNITY ME IP-PBX with existing infrastructure
- Connected 10+ T1/E1 PRI lines for handling 20,000 daily calls

Application Scenario



Results



Integration with Existing Infrastructure, thus Reduced Telecom Cost



Round the Clock Connectivity with Minimum Downtime



Reduced Call Loss

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 around 30% 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 and Time-Attendance Systems, Video Surveillance System and Fire Alarm Systems. These solutions are feature-rich, reliable and conform to the international standards. Having global foot-prints 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.



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