

An Indian conglomerate invested in Matrix Telecom Solutions for a transition from wired to VoIP communication.

Case Study

Customer Name

Financial Services Arm of a Conglomerate

Industry

BFSI

Location

Mumbai

Partner

SMB Automation

Company Profile

A multinational corporation, headquartered in Mumbai, ranked among the Fortune 500, is sustained by an exceptional workforce exceeding 187,000 individuals from 100 different nationalities. The corporation is founded on the principles of creating value for stakeholders, with a history of over seven decades of responsible business practices. Their enterprises have evolved into global leaders in various sectors including metals, pulp and fiber, chemicals, textiles, carbon black, telecom, cement, financial services, fashion retail, and renewable energy. The financial services arm of this conglomerate, in order to expand its business, needed a well-crafted, modernized Telecom solution, thus bringing them to the forefront of Matrix.

Challenges:

The Financial services arm of this multinational corporation in Mumbai was facing issues ranging from modernization to optimization of communication. The challenge of telecommunication without laying Telephone cables for their new office was prominent. An arrangement

had also to be made for utilizing existing PRI lines and modernizing them to meet their demands for new establishment.

To elaborate on their challenges:

- **Adoption of modern communication with existing Infrastructure:** Their investment in existing infrastructure needed protection, and a provision had to be made to modernize the communication using existing infrastructure.
- **Scalability:** They required a Telecom solution that was future-proof, that is, easily scalable to fulfill the needs of future applications. Additionally, it had to be ensured that the operations were flawless, especially during critical work hours.
- **Managing different protocols:** Interface with existing and different telecom networks requires managing different protocols, which can be cumbersome, time, and energy-consuming.
- **Stipulated Time-frame:** The transition and modernization, simultaneously, had to be completed within a stipulated time frame.

Solution

Matrix Comsec in partnership with SMB Automation analyzed the challenges of communications and crafted a Telecom solution that was the best fit. The solution offered was based on the prelude of utilizing existing infrastructure and amalgamation of Matrix Telecom Solutions within a stipulated time frame. This included employing Embedded IP-PBX to empower VoIP-based communication, and simultaneously integrating VoIP-PRI Gateway that optimized the feasibility of communication and helped the firm become more efficient by terminating PRI lines.

The Telecom solutions include:

- The Embedded IP-PBX, PRASAR UCS - SPARK200, enabled them up to 2100 IP users. Additionally, features like up to 550 Concurrent calls, Concurrent 21 Calls Tapping, etc. took them to a notch above through a uniquely crafted telecom solution.
- The VOIP-PRI gateway included SETU VTEP 2P, which comes with features of 125 SIP Trunks and 120 simultaneous calls. The gateway enabled them to terminate 8 Copper PRI lines and thus transition towards IP.
- The VARTA Extensions enabled them to access Real-time UC features like one-touch access to Extension numbers, Instant messaging, monitoring the Real-time status of employees, etc
- The IP phones included SPARSH VP510E and SPARSH VP210. This came with features like an LCD Graphical display, Context-sensitive keys, Built-in 16 DSS Keys, Polyphonic ringtone, and more.

Products Offered

- Matrix Embedded IP-PBX Server: PRASAR UCS - SPARK200
- Matrix range of VoIP - PRI Gateway: SETU VTEP 2P
- Matrix UC Client: VARTA Softphone
- Matrix range of IP Phones: SPARSH VP510E and SPARSH VP210

Results

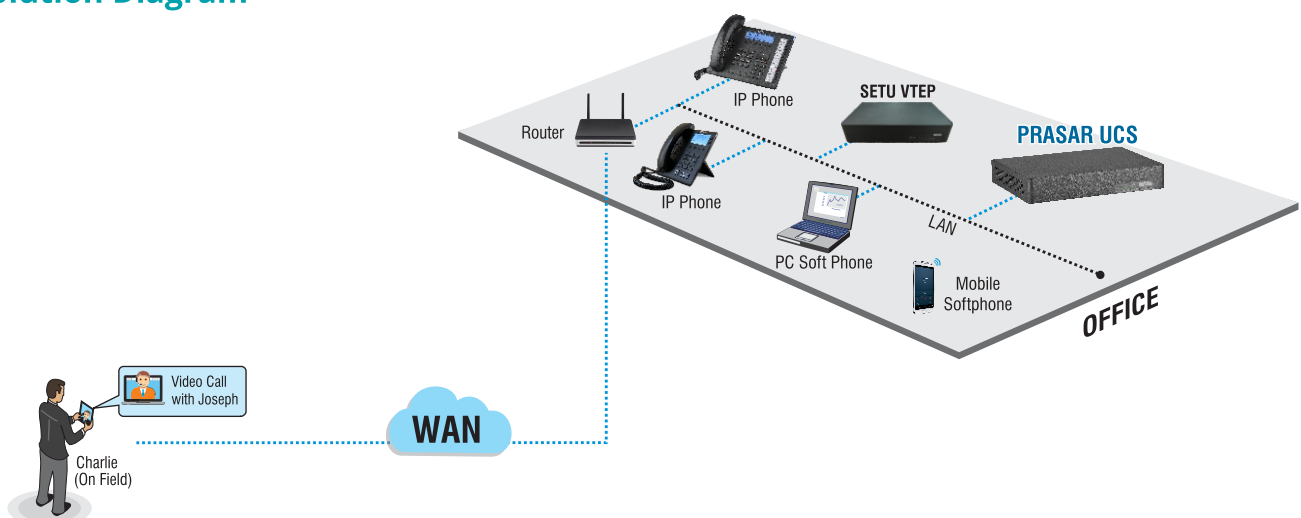
- The solution so implemented enabled them to reap the benefits of modern communication while also enabling them to make the best out of the existing infrastructure. Additionally, all the properties were brought to work on a single communication platform and proved to be beneficial in more than one way.
- Matrix engineered a Telecom solution with our **Embedded IP - PBX, PRASAR UCS** enabling them to transit towards **wire-free and modern communications**, addressing the challenge of telephone cabling.

The **VOIP-PRI gateway, SETU VTEP**, provided much-needed **Least-cost routing** ensuring that the call is always placed on the most appropriate network resulting in the optimization and feasibility of calls. Access to the gateway was secured through PIN Authentication, while Digest Authentication ensured verification and protection of user credentials during the authentication process.

The **Real-time UC features** were provided in the form of soft IP extensions through our **VARTA UC Client**. A complete **Collaboration solution** was made possible through Laptop/Desktop extensions to work remotely.

The **IP desk phones** helped provide advanced features like Call Pick up, Call Forward, Call Waiting, and Call Transfer along with an **Intuitive interface**, that enabled employees to become efficient while simultaneously, **enhancing user experience**.

Solution Diagram



About Matrix

Established in 1991, Matrix is a leader in Security and Telecom solutions for modern businesses and enterprises. As a technology-driven, and customer-focused organization, the company is committed to keeping pace with the revolutions in the Security and Telecom industries.

With around 40% of its human resources dedicated to the development of new products, Matrix has launched cutting-edge products like Video Surveillance Systems – Video Management Systems, Network Video Recorders and IP Camera, Access Control and Time-Attendance Systems as well as Telecom Solutions such as Unified Communications, IP-PBX, Universal Gateways, VoIP and GSM Gateways and Communication Endpoints. These solutions are feature-rich, reliable, and conform to international standards.

Having global footprints in Asia, Europe, North America, South America, and Africa through an extensive network of more than 4000+ channel partners, Matrix ensures that the products serve the needs of its customers faster and longer.

Matrix has ISO 27001: 2013, 20000-1 2018, 14001- 2015, and 9001: 2015 certifications for quality management standards. Matrix has also been awarded ZED Quality Certification, and DSIR Certification for indigenous R&D and Manufacturing. Matrix has gained the trust and admiration of customers representing the entire spectrum of industries.

For further information, please contact:



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