![Matrix logo] MATRIX

TELECOM SOLUTIONS

APOLLO HOSPITALS DRIVE COMMUNICATION BETWEEN TWO OF ITS BRANCH LOCATIONS OVER IP.
REDUCES COMMUNICATION COST BY 45%.

Apollo Hospitals is a forerunner of integrated healthcare in Asia, as well as globally. It has forged a legacy of excellence in Indian healthcare. Its presence encompasses over 51 hospitals, more than 1500 pharmacies and over 100 diagnostic clinics. They wanted a cost-effective communication solution to seamlessly connect their Bengaluru based Bannerghatta Headquarter (with 700+ staff) to Jayanagar hospital(with 200+ staff).

Customer Requirements

- Establish Seamless Connectivity between Headquarter and Branch Hospital
- Reduce Communication Cost
- Right Technology Mix to meet Current and Future Needs
- Reliable after Sales Support

The existing client setup included a phone system that lacked their feature wish list and was not cost effective for the Hospital communication. On analyzing the complete scenario, the customer was skeptical about the solution that can deliver IP enabled services with minimum communication infrastructure changes and at least cost.
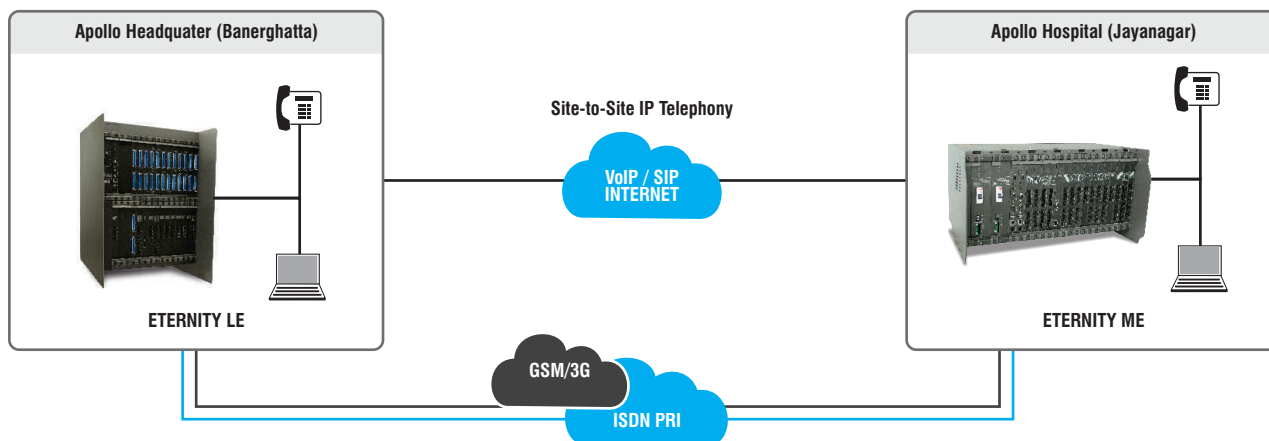
Solution

- ETERNITY LE - IP enabled Phone Systems up to 1500 Users at Headquarter
- Connectivity to other Location over IP Networking
- PRI and GSM Connectivity to make Outbound calls via Least Cost Route
- Matrix Digital Phones to Users

The solution offered by Matrix included ETERNITY LE - IP Phone System up to 1500 users capacity at headquarter and previously installed ETERNITY ME at branch hospital interconnected over IP. Matrix systems were easily deployed over IP at the customer location. Matrix IP Phone System drastically reduced their Phone system billing to 45% of the existing.

Understanding the need to unify the staff and doctors across both locations, closed user group (CUG) feature configured in Matrix systems at each location allowed them to reach any co-worker just by dialing 4-digit short codes.

Matrix IP Phone Systems proved to be a perfect blend of technology and cost effective solution to Apollo.

Application Scenario

Apollo Hospitals at Banerghatta and Jayanagar in Bangalore

Results

- Mobility with Softphone Providing Direct Extension Dialing
- Prompt Connectivity between Two Hospital just by Dialing Extension Number
- 45% Reduction in the Telecom Cost with Site-to-Site IP Telephony
- Reduced Interbranch Communication Cost with IP and GSM Connectivity
- Improved Staff Productivity
- Access to New Generation IP Telephony

GLENMARK PHARMA SCALES-UP TO FLEXIBLE AND EFFICIENT COMMUNICATION SOLUTION.

Glenmark Pharmaceuticals is a research driven company with presence in over 80 countries. The company aims to be a leading integrated research based global pharmaceutical company. They wanted a solution which can support all their users in a single Phone System instead of two separate systems for single office.

They were unable to increase their user capacity and were also facing problem in maintenance of two separate systems. The company was looking for a solution that registers all their users in a single communication system and offer latest features and expandability.

Customer Requirements

The company is on expansion stage and is investing in manpower resources. Hence, they were considering upgradation of their resources including the communication infrastructure. Their existing PBX systems did not offered flexibility to expand and accommodate their growing requirement. They were using two separate systems for a single office. Users were registered separately in these two systems.

Solution

Matrix offered ETERNITY LE IP-PBX as a solution. ETERNITY LE is a compact, single rack solution supporting up to 1500 ports and offers cutting-edge functionalities eliminating the need of large power supplies and multiple cabinets. Matrix also offered Digital Phones (EON48S), ISDN PRI and VoIP connectivity.

Application Scenario

VoIP

T1/E1 PRI

CO

1500 USERS
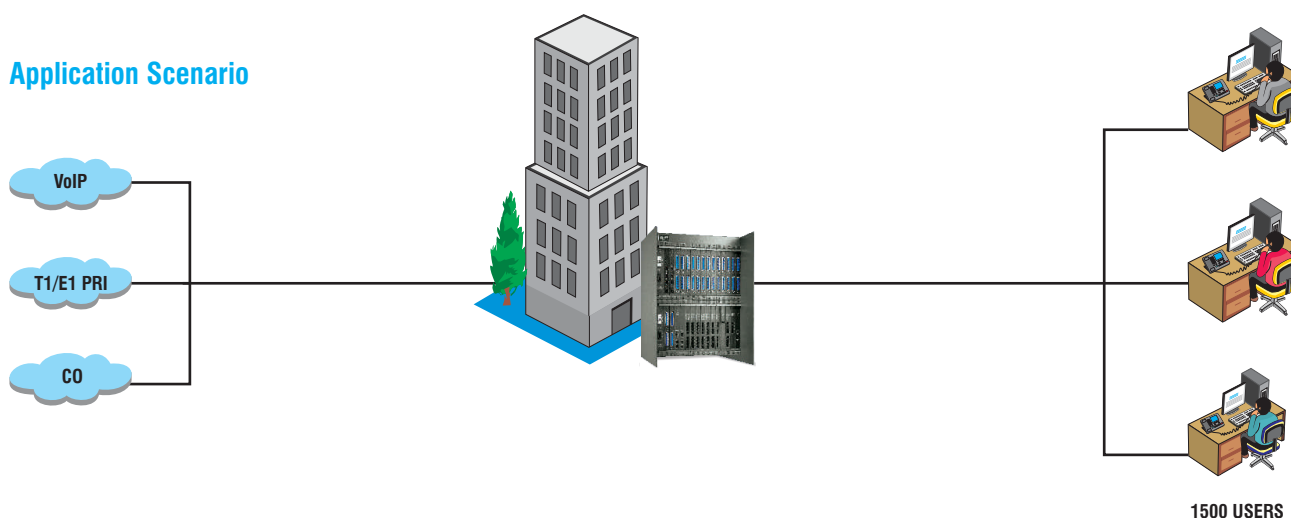
Results

SINGLE BOX SOLUTION WITH SCALABILITY UP TO 1500 PORTS
ETERNITY LE perfectly sufficed their increased user requirement and eliminated the usage of two separate systems for their Mumbai office. It also delivered value-added features like Redundancy, Hot-Swap, 45-Party Conference, Computer Telephony Integration and Mobile Extensions

SATISFYING AFTER SALES SUPPORT
Matrix is well known for its after sales support. Glenmark was more than delighted with the promptness and efficiency of the support extended by engineers of Matrix. The customer They provided excellent support from the time of installation till the system was live and working smoothly.

REDUCED MAINTENANCE
Glenmark was relieved from the hassles of maintaining two separate phone systems for single office. Now, they have single system – ETERNITY LE accommodating their entire requirement further eliminated the maintenance cost.

BINAYAK GROUP REDUCES CABLING COST BY 40% WITH IP ENABLED BUILDING INTERCOM SOLUTION.

Binayak group is a leading real estate organization providing a wide range of residential and commercial projects. The group is known for its futuristic designs and quality it delivers to its customers. For an upcoming residential project where the customer had to connect multiple towers, they wanted an IP based Intercom system to minimize cabling costs.

Customer Requirements

The upcoming residential project from Binayak group had multiple towers in a single Block. Interconnecting all the towers was a tedious and costly affair. The group required an Intercom solution that can suffice following requirements.

- Alternative solution for complex cabling and costs associated with traditional Intercom systems.
- Connectivity between two systems and transparent availability of calling features.
- Scalability of system capacity to support future expansion plans.
- Advanced Intercom features to map flat to extension numbers, Security extensions, security alarm and reporting, paging with Public Addressing System.
- Manageable from remote location.

Solution

Matrix offered ETERNITY LE and ETERNITY ME - The IP-PBXs for two different blocks with 10+ residential towers in each block. Further, both the blocks were interconnected over IP through optical fiber network which eliminated one-to-one cabling of extensions in both the blocks. This eliminated complex cabling between two blocks and subsequently reduced the cabling cost up to 40%.

Matrix Building Intercom solution provides a compact platform with convenient features and flexible functionalities, eliminating the need of large power supply and multiple cabinets.

- Block A - 15 Towers each with 50 Flats Connected with ETERNITY LE
- Block B - 11 Towers each with 29 Flats Connected with ETERNITY ME

- Reduced cabling costs by connecting separate towers over peer-to-peer IP networking.
- Remote management of all systems eliminating personal site visits for configurations or minor changes.

Application Scenario

ETERNITY LE
LAN
IP Telephony
LAN
ETERNITY ME
BLOCK A (Tower A-Q)
BLOCK B (Tower R-Z)
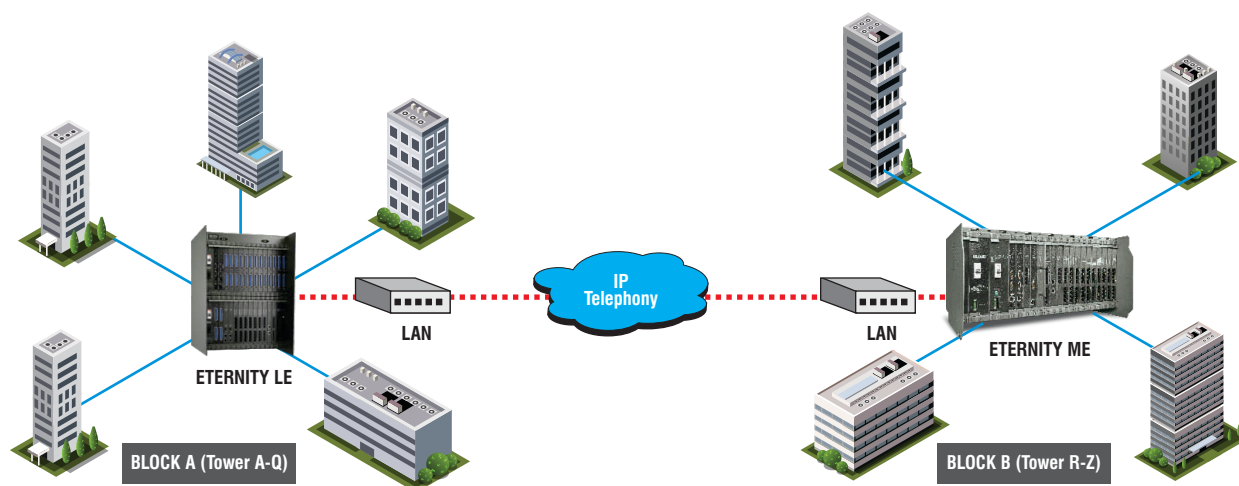
Results

- Reduced up to 40% of cabling cost.
- Residents can communicate quickly between the blocks just by dialing flat numbers.
- Easy to manage and configure the system with web based GUI.
- Open to future scalability plans.

INDIA INFOLINE (IIFL) SIMPLIFIES CALL MANAGEMENT AND REDUCES TELECOM COST WITH RELIABLE COMMUNICATION BACKBONE.

IIFL is a leading group in BFSI industry having a large retail focused model, servicing over 2 million customers for its diverse product portfolio of mutual funds, insurance and consumer credit. The customer required a communication solution to support its heavy call traffic as most of its customers were served over telecommunication.

Customer Requirements

improper call management can put business worth considerable value at stake. The quality and speed in communication was primary requirement of the customer.

Having large number of customers across varied locations and heavy call traffic, company required a communication system that can support heavy call flow and simultaneous calling for each of their employee, thereby reduce delay in communication.

Solution

Matrix offered ETERNITY LE as a communication solution with PRI trunk support to IIFL's new four floored office accommodating 600+ employees. ETERNITY LE is a compact, single rack solution supporting up to 1500 ports and offers cutting-edge functionality eliminating the need of large power supplies and multiple cabinets.

Simultaneous Calling for each Employee

With the requirement of 50+ PRI trunk support, customer opted for ETERNITY LE for each floor of their office for simultaneous outbound calling.

Support to Future Scalability

ETERNITY LE perfectly sufficed their present user requirement and still kept them open for future scalability plans on both, trunk and users end.

Application Scenario

INDIA INFOLINE OFFICE
4 Floors, 1500+ Employees

ETERNITY LE

ETERNITY LE

ETERNITY LE

ETERNITY LE

50+ T1/E1 PRI
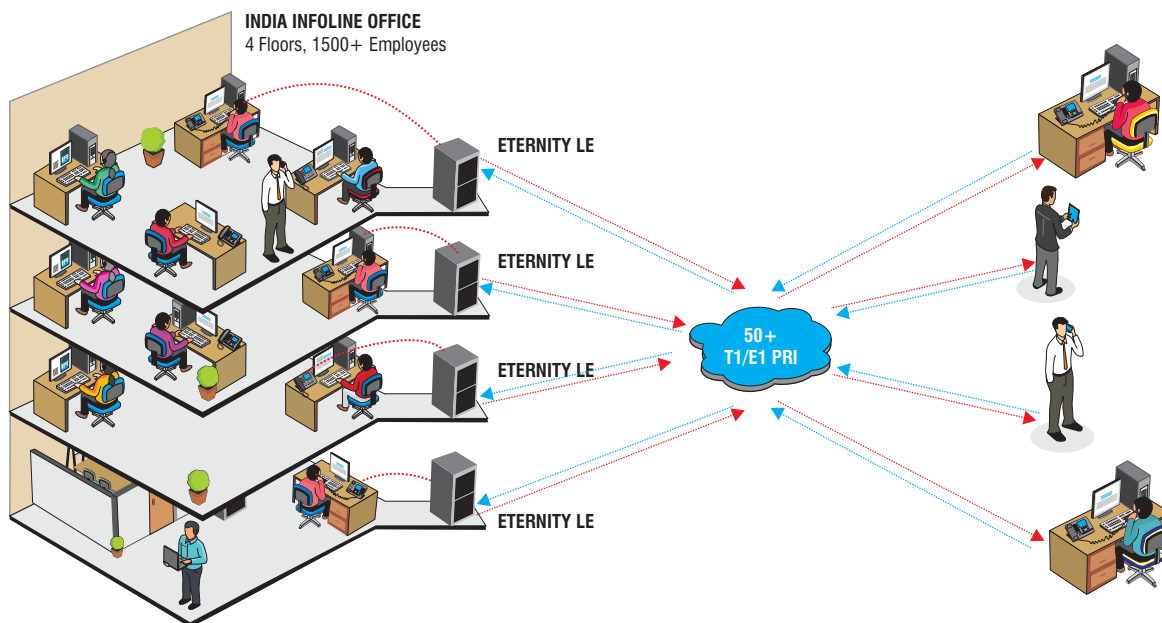
Results

- Low terminating cost of PRI lines as compared to analog lines for each user.
- Reduced call traffic by 40%.
- Future-proof solution with scalability for further expansion plans.

A FEW GOOD REASONS WHY ETERNITY LE IS THE THE MOST SUITABLE IP-PBX FOR LARGE ENTERPRISES

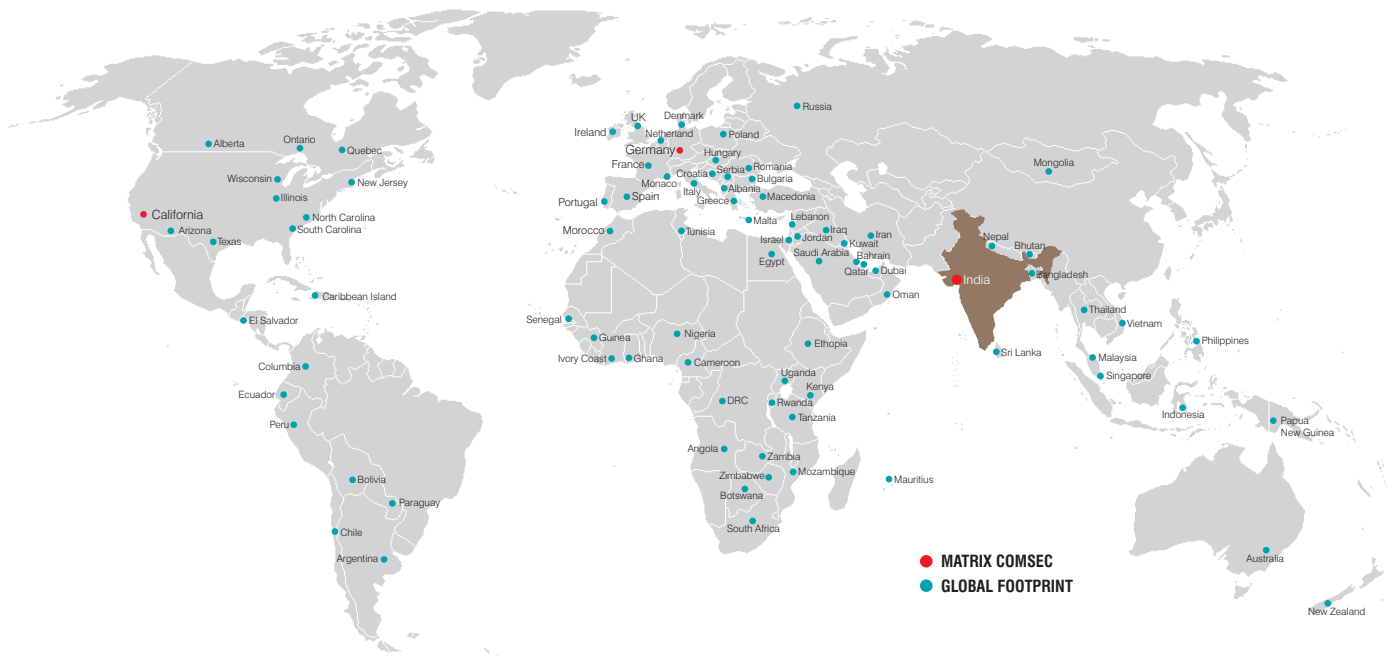| PARAMETERS	MATRIX ETERNITY LE	AVAYA IP OFFICE	UNIFY OPEN SCAPE	NEC SV8300	MATRIX BENEFITS
Scalable Architecture	Yes	Yes	Yes	Yes	Scalability from 500 to 1500 Users in a Single Box with Compact Footprint
Single Cabinet System	Yes	No	No	No	• Eliminates Requirement of Multiple Power Supplies • Occupies Less Real Estate • Reduced Maintenance of various Expansion Units
Redundancy of Control Cards (CPU & Power Supply)	Yes	No	No	Only CPU Redundancy	Reduced System Downtime
Built-in Power Failure Transfer	Yes	No	No	No	• 24*7 Business Continuity • No Additional Cost for PFT Devices
Built-in Gateway Functionality	Yes	No	No	No	No Additional Cost for External Gateway Devices
Reduced Licensing	Yes	No	No	No	No Hidden Charges for SIP Trunks Activation, VoIP Channel Activation, SIP Extensions, Multi-Site Networking, CDR etc.
Mobile Softphone Client for Android/iOS	Yes	Only for Android (License based)	Only for iOS (License based)	No	• Stay Connected from Anywhere • No Additional Licensing Cost for Mobile Softphone Client
Universal Network Support	VoIP, GSM, PSTN, ISDN BRI, T1/E1 PRI, E&M, MAGNETO, RADIO	VoIP, PSTN, ISDN BRI, T1/E1 PRI	VoIP, PSTN, ISDN BRI, T1/E1 PRI	VoIP, PSTN, ISDN BRI, T1/E1 PRI	Benefits of New-age and Traditional Networks in a Single Box System
High Density Cards	Yes	No	No	No	Reduces the Number of Cards Required for User Registration

CUSTOMERS

Apollo HOSPITALS
TOUCHING LIVES

Glenmark
A new way for a new world

Zydus Cadila

SUN PHARMACEUTICAL INDUSTRIES LTD.

Cipla

IIFL
INDIA INFOLINE
Sub Broker- Saji Varghese Mob: 9387866078

O'Callaghan
ELIOTT HOTEL

GANPAT UNIVERSITY
INSTITUTE OF COMPUTER TECHNOLOGY

ap /ajanta pharma limited

WNS
Extending Your Enterprise

Bharat Petroleum

PAREKH
Customize. Deliver. Delight.

Amala®
Ayurvedic Hospital & Research Centre

Binayak Groups
Take Your Dream Key

MATRIX GLOBAL FOOTPRINT

Alberta • Ontario • Quebec
Wisconsin • New Jersey
Illinois
California • North Carolina
Arizona • South Carolina
Texas
Caribbean Island
El Salvador
Columbia
Ecuador
Peru
Bolivia
Paraguay
Chile
Argentina

Ireland • UK • Denmark • Russia
Netherland • Poland
Germany • Hungary
France • Croatia • Serbia • Romania
Monaco • Italy • Albania • Bulgaria
Portugal • Spain • Greece • Macedonia
Malta • Lebanon
Morocco • Israel • Iraq • Iran
Tunisia • Jordan • Kuwait
Egypt • Saudi Arabia • Bahrain
Qatar • Dubai
Oman

Mongolia
Nepal • Bhutan
India • Bangladesh
Thailand • Vietnam
Sri Lanka • Philippines
Malaysia
Singapore
Indonesia • Papua New Guinea

Senegal
Guinea • Nigeria
Ivory Coast • Ghana • Cameroon
Ethopia
Uganda • Kenya
DRC • Rwanda • Tanzania
Angola • Zambia • Mozambique
Zimbabwe • Mauritius
Botswana
South Africa

Australia

New Zealand

● MATRIX COMSEC
● GLOBAL FOOTPRINT

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 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.

MATRIX
TELECOM SOLUTIONS

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Due to continuous technology upgradations, product specifications are subject to change without notice.