# Telecom Solutions for Manufacturing Segment

EXPECT MORE.

## Presentation Overview

- About Matrix

- Challenges and Solutions

- Benefits

- Product Overview

- Customer References

# About Matrix

- Established in **1991**

- Products: **60+**
  Telecom and Security Solutions
- Global Presence: **40+ Countries**
- No. of Partners: **500+**

- No. of Employees: **500+**

- Awards and Achievements: **25**

  for Excellence in Product Engineering, Design and Innovation

# Awards and Achievements

2012 **India Design Mark Award** for Matrix
Time-Attendance and Access Control Solutions

2010 Internationally Acclaimed **RED DOT Design Award** for
Matrix Security Solutions

2010 Germany based Internationally Acclaimed **IF Design Award** for
Thoroughly Engineered and Innovative Matrix Security Solutions

2007 **IETE Corporate Award** for Excellence in Computer and Telecommunication
Systems by the Institution of Electronics and Telecommunication Engineers, India

# Awards and Achievements

**GOVERNMENT OF INDIA**
**Ministry of Communications**
**& Information Technology**

- 2004 the **Award for Excellence in Professional Electronics**, conferred by the Ministry of Communication and Information Technology, Government of India

# Others Awards and Achievements

- 2009 the **Best Managed Company** by Baroda Management Association, India

- 2008 the **Best SSI Unit Award** by the Federation of Gujarat Industries (FGI), India

- 2008 the **Best Electronics Company Award** by the Gujarat Electronics and Software Industries Association (GESIA)

- 2004, 2005, 2006, 2007, 2010, 2011
  the **EFY Readers' Choice Award for the Best PBX-KTS Company**
  Conferred by popular EFY Magazine

# Challenges and Solutions

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| Challenges | Solution |
|---|---|
| Make sure customer gets all information and help whenever they want, 24x7 | Enhance professional visibility with Auto-Attendants, Voice Mail, SMS and CTI |
| Connect HO to factory and other branches for daily communications | Bypass PSTN toll and securely integrate branch offices over IP telephony using Multi-Site Connectivity Application |
| Minimize telephony costs while calling to employees/customers on mobiles and landlines | Select the cost-effective route to reach customer using VoIP, GSM, CO Lines |
| Instant reach to departmental heads and sales staff who travels a lot | Easily connect with field employees using Mobile Softphone app. – SPARSH M2S |
| Future proof solution which is remotely manageable, flexible and scalable | Standards-based voice, data, VPN and wireless solution, Web UI, TR-69, SNMP |
| Emergency Communication | Integration with Public Address and Fire Alarm System for Broadcasting |
| Order Noting & Dispatch Confirmation | Send SMS thorough SIM card of PBX or Gateway as feedback after SAP/CRM |

# Minimize Telephony Costs, Expand Reach

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Manufacturing organizations pay huge telephony bills when calling to distributors over landlines, mobile or international numbers for any kind of services, grievance and sales promotions.

VoIP (SIP)

GSM 3G

Analog (CO)
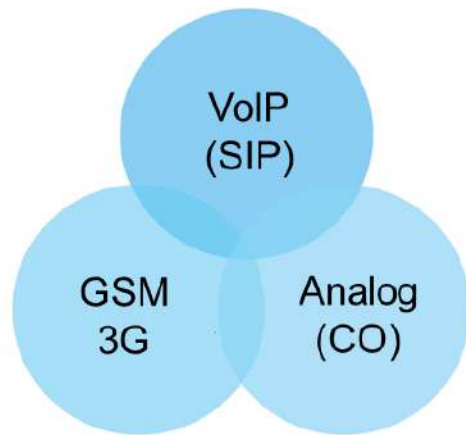
- Need to be cost-effective for outbound calls made to customers

- Require automatic mechanism to route distributor/customer calls using least cost telephony mediums

- Enhance redundancy and backup plans to ensure business continuity and reliability

| | | |
|---|---|---|
| • Analog (CO) for Local / Regional Calls<br>• GSM3G Trunks for Mobile Calls<br>• VoIP (SIP) for Long Distance / International Calls | • Select the preferred medium of communication when calling to distributors with Least Cost Routing | • 4 POTS (CO) Lines<br><br>• 2 GSM3G SIMs<br><br>• 8 VoIP (SIP) Trunks |

# Connect Factories & Branch Offices, Cost-effectively

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IP Telephony

IPsec/SSL VPN

- Use of PSTN trunks for inter-branch calling incurs huge telecom cost overhead

- Difficulty in sharing LAN resources with branches for collaborative working environment

- Reduce telecommunication charges by using Peer-to-Peer VoIP telephony to connect branches

- Bypassing PSTN Toll using VoIP reduces long-distance charges significantly

- Dial-by-Extension Number
- Simplified 3-Digit Dialing
- Secured Communications using SRTP/TLS over VoIP

# Enhance Image and Professional Visibility

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Whether it is material order complaint or inquiry call, telephony system plays an important role in handling customers effectively. Knowing names before they speak, preferences before they express and self-service experience enhances professional image among customers

| CTI Link | SMS | Voice Mail | Conferencing | Music on Hold | Auto-Attendant |
| --- | --- | --- | --- | --- | --- |

- CTI Integration with Matrix TAPI Service Provider (TSP) Link – TAPI 2.2 Support
- SMS Gateway (SMPP Server)
- Email to SMS

- Voice Mail with Personalized Greetings
- Multi Participants Conference Bridge

- Automated Greetings, Round-the-Clock
- Play Music or Information for Callers on the Hold

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In this internet age, with millions of handheld smartphones, distributors and customers also expect quick information and better service on the telephone.

- Make sure high-value distributors/customer gets connected with required departments quickly

- Deliver superior services starting from when distributor calls for an inquiry to getting a confirmation call from officials

- Deliver Pre-recorded Greeting Messages to Customers whenever they Call, 24x7

- Efficient handling of distributor calls – transfer to other dept., play music on hold, forward calls, conference

- Enterprise-grade call management features
- Superior voice quality and speed of operation
- One-touch speed dial

# Create a Flexible Workplace for Employees

Some employees spend more time roaming inside the premises, than being at desk. Using wireless extensions, they can make and receive calls similar to desk phones on-the-move.

- Fulfills your need to be free from the cable

- Works with any Wi-Fi enabled devices for voice and data communications

- Surf, Play, Talk – Wireless

- Freedom from Cables

- Built-in Wi-Fi Router
- IEEE 802.11 b/g/n
- 150Mbps Throughput
- Wide Coverage

- Smartphone/Tablet/PDA, Laptop, Printer, Digital Photo Frame, Gaming Console, Wireless Sensor

# Reach to Field Professionals, Anywhere Anytime

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Field executives and professional staff are on the road a lot. Calling to them frequently on their mobile numbers increases telephony bills significantly.

- Mobile softphones makes reaching field workers and traveling employees a breeze

- Use latest VoIP technology to get rid of cellular, CUG and roaming call charges

- Mobile Softphone Available for popular Android/iPhone

- Advance Call Management
- 3 Digit Dialing, Call Transfer, Hold, Forward, Record, Voice Mail, 6 Party Conference

- Video Call, Presence Sharing, Instant Messaging
- Monitor Status of Home Landlines from Outside to Avoid Misuse by Servants

- Available On:

# Easily manage multiple branches, Centrally

Traditionally each branch has its own setup of communication system, vendors and IT staff. Inefficient management of disparate systems and duplication of resources costs very high to the bank as a whole.



- Difficulty to manage stand-alone telephony infrastructure

- Adding users, phones, allocating features and class of services consumes more time

- Web base Remote Management
- System Admin/Engineer Mode
- HTTP/HTTPS Secure Login

- TR069 Auto Configuration
- SNMP for Monitoring
- Easy to Manage for Mass Deployments

- Simple UI and Installation Wizard helps adding users, extensions, COS easily

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- **CLI based call routing**
- ✓ Directly route calls to intended persons without involving operator saves time

- **Distinctive Ringing**
- ✓ Identify the incoming call type before answering, such as internal, emergency, alarm, boss call etc.

- **Scheduled Call Forward**
- ✓ Forwards calls to pre-defined numbers by time of the day – break hours, night and holidays

- **Auto Call Back**
- ✓ No need to dial a busy extension repeatedly, system gives call back when it gets free

- **Audio Conference Bridge**
- ✓ Reduce decision making time by including key persons in to conference for quick solution

# Benefits – Reduces Telephony Costs

- **Shared Lines**
- ✓ Use common outgoing lines among all office users for optimum usage of organization's resources

- **Least Cost Routing**
- ✓ Selectively use PSTN, GSM/3G and VoIP lines to place local, mobile or long distance calls

- **Toll Control**
- ✓ Selectively allow and restrict employees from calling to certain areas and numbers

- **Call Budgeting**
- ✓ Define calling budget for individual users and outgoing lines to ensure optimum usage of resources. On exceeding budget system automatically blocks class of services

- **Auto Call Disconnect**
- ✓ Limit unwanted lengthy conversations by automatically disconnecting active call if exceeding a pre-defined call duration limit

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- **Greet customers in local languages**
✓ Greet and guide customers using voice greetings recorded in local languages

- **Play automated messages 24x7**
✓ Answers every call with personalized and automated messages round-the-clock. It delivers greetings by time of the day – morning, afternoon, evening, holidays

- **Play Music on Hold**
✓ Play music, informative message or company information to the callers kept on hold

- **CLI based call routing**
✓ Reduces burden on operator by automatically transferring incoming calls to specific groups and departments without need of an operator

- **Dial-by-Name**
✓ Enable callers to reach the desired person in office if extension number is not known

- **RCOC**
✓ If the called person does not pick up the call, called party can directly reach to the concerned person without any delay

# Benefits – Simplifies Management

- **Plug-n-Play operation Adding more lines is a no problem**
- ✓ Adding more lines is a no problem with dedicated RJ11 ports

- **Manage system from any remote location**
- ✓ Its easy and simple to manage system using web based GUI without downloading special application

- **Manage system using local language**
- ✓ English, French, German, Spanish, Italian and Portuguese

- **Track records of calls with CDR**
- ✓ Call detail records for internal, incoming and outgoing calls with various filters

- **Easy to install and Maintain**
- ✓ Table-top, 19" rack and wall mountable

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- **Improve professional image**
- ✓ Ensure prompt response to customer calls round-the-clock, provides information on company, product or scheme and option to leave voice message

- **Personalized greetings and messages**
- ✓ Record mailbox greeting in own voice and play while caller leaves a voice mail

- **Record important conversations**
- ✓ Up to 576 hours of conversation recording for future reference and evaluation purpose

- **Provide Email Notification of Voice Mail**
- ✓ Send an email notification of incoming voice mail with voice message as attachment

- **Voice Mail Interrupt**
- ✓ Listen to caller while leaving a voice mail, if found important user can attend the attend the active call and talk

# Benefits – Enables VoIP telephony

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- **Open-standard SIP**
- ✓ SIPv2 (RFC3261) support for interoperability with third-party SIP devices such as SIP proxies, SIP phones etc.

- **Ready integration with leading ITSPs (SIP Proxies)**
- ✓ Experience superior voice quality and calling plans with pre-configured settings for many service ITSPs such as Broadvox, Babytel etc.

- **Multiple SIP Accounts**
- ✓ Get cheapest calling plans for outgoing calls made to different regions or countries

- **Call Forking**
- ✓ Allows simultaneous ringing of three different devices using same extension number

- **Peer-to-peer Calls**
- ✓ Make free calls between remote sites with point-to-point communication over public internet network.

# Benefits – Integrates Remote Offices

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- **Flexibility to work from anywhere**
✓ Delivers teleworking solution to work from home, remote office or any location

- **Complete access to phone system features**
✓ Avail full array of office phone system features from remote extensions

- **Remote voice mail access**
✓ Get access and notification of new voice mails same as office users

- **Presence indication and instant messaging**
✓ Send text messages and share presence information such as available, busy, offline for non-intrusive and intuitive way of communication

- **Global user groups**
✓ Create group of local and remote extensions for group voice mail, department call and call routing

# Benefits – Enables Staff Mobility

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- **Single Number Reach**
- ✓ Single number identity to make and receive calls to/from desk phone and mobile phones

- **Increase customer responsiveness**
- ✓ Respond important customer calls while travelling, after office hours or from home. This reduces decision making time and increase in sales revenue

- **Mobility inside the office**
- ✓ Enables workers to roam within campus, cafeteria or anywhere in the office within the reach of wireless local area network (WLAN) coverage

- **Mobility outside the office**
- ✓ Use standard mobile phones as office extensions to stay connected with the office users and customers

- **Range of Portable Mobile Extensions**
- ✓ PC Clients, Android/iPhone Soft Clients and PDAs as mobility extensions

# Benefits – Future Proof Solution

- **Scalable systems**
- ✓ Add or remove user capacity or connectivity interface as required in future

- **Modular architecture**
- ✓ Optional and field pluggable interface modules satisfies growing communication requirements

- **Open-standard**
- ✓ Support of open-standard SIP ensures full compatibility with third-party SIP devices such as SIP phones and SIP service providers.

- **Built-in Gateway**
- ✓ Built-in call routing gateway features eliminates requirement of third-party devices such as voice gateways, fixed cellular terminals, SIP proxies etc.

- **Free Software Upgrade**
- ✓ Get free upgrades with new features and applications for all future releases

**Graphical Representation**

## Product Scalability
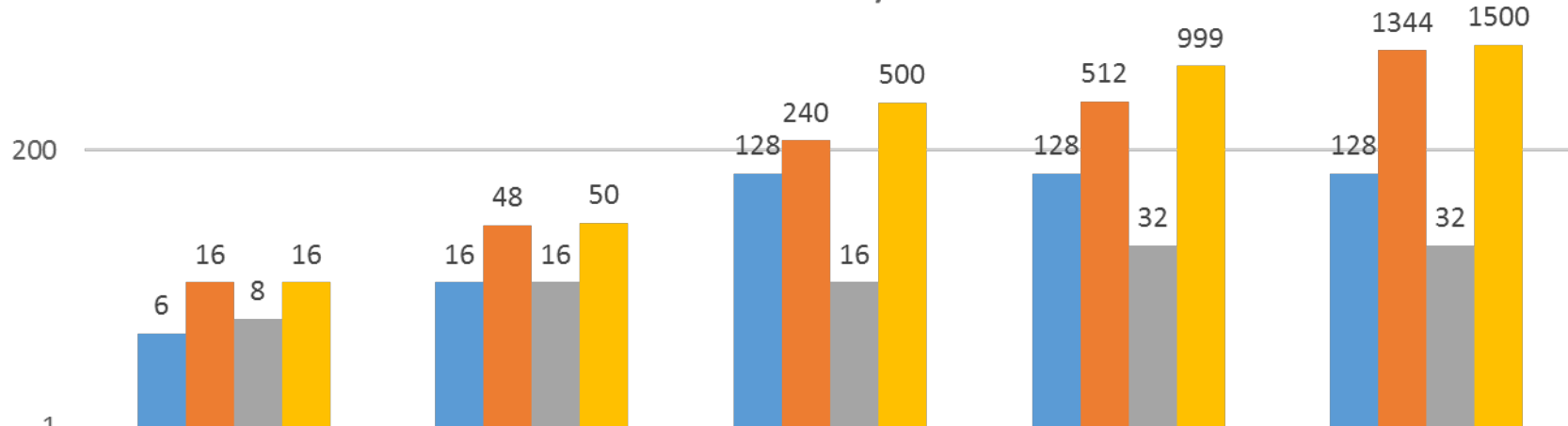


| | ETERNITY NE | ETERNITY PE | ETERNITY GE | ETERNITY ME | ETERNITY LE |
|---|---|---|---|---|---|
| Analog Trunks | 6 | 16 | 128 | 128 | 128 |
| Analog Ext | 16 | 48 | 240 | 512 | 1344 |
| SIP Trunks | 8 | 16 | 16 | 32 | 32 |
| SIP Ext | 16 | 50 | 500 | 999 | 1500 |

■ Analog Trunks  ■ Analog Ext  ■ SIP Trunks  ■ SIP Ext

ETERNITY NE
4 Variants

ETERNITY PE
1 Variant

ETERNITY GE
2 Variants

ETERNITY ME
1 Variant

ETERNITY LE
1 Variant

# System Resources

| System Capacity | ETERNITY NE | ETERNITY PE | ETERNITY GE | ETERNITY ME | ETERNITY LE |
|---|---|---|---|---|---|
| Universal Slots | - | 6 | 12 | 16 | 28 |
| CO Ports | 6 | 16 | 128 | 128 | 128 |
| SLT Ports | 14 | 48 | 240 | 320/512* | 1344 |
| DKP/DSS Ports | 2 | 32 | 48 | 64/128* | 128 |
| IP Extensions | 16 | 50 | 500 | 999 | 1500 |
| BRI Ports | - | 12 | 32 | 32 | 32 |
| T1/E1/PRI Ports | - | 6 | 8 | 8 | 24 |
| GSM/3G Ports | 2 | 8 | 40 | 64 | 128 |
| E&M Ports | | - | 48 | 128 | 128 |
| Voice Mail System | 4 Channels 36 Mailboxes, Email Notification | 16 Channels, Mailboxes for Individual Users, Email Notification | | | |
| Magneto Ports | - | - | - | 128 | 128 |
| Radio Ports | - | - | 16 | 16 | 16 |
| Power Supply | External Adaptor – 24 VDC, 1.5A | External Adaptor 100-240 VAC | External Adaptor 100-240 VAC, 48 VDC | External Adaptor 100-240 VAC, 48 VDC | 48 VDC |
| Power Supply | External Adaptor - 24DC, 1.5A | | | | |

## Universal Connectivity
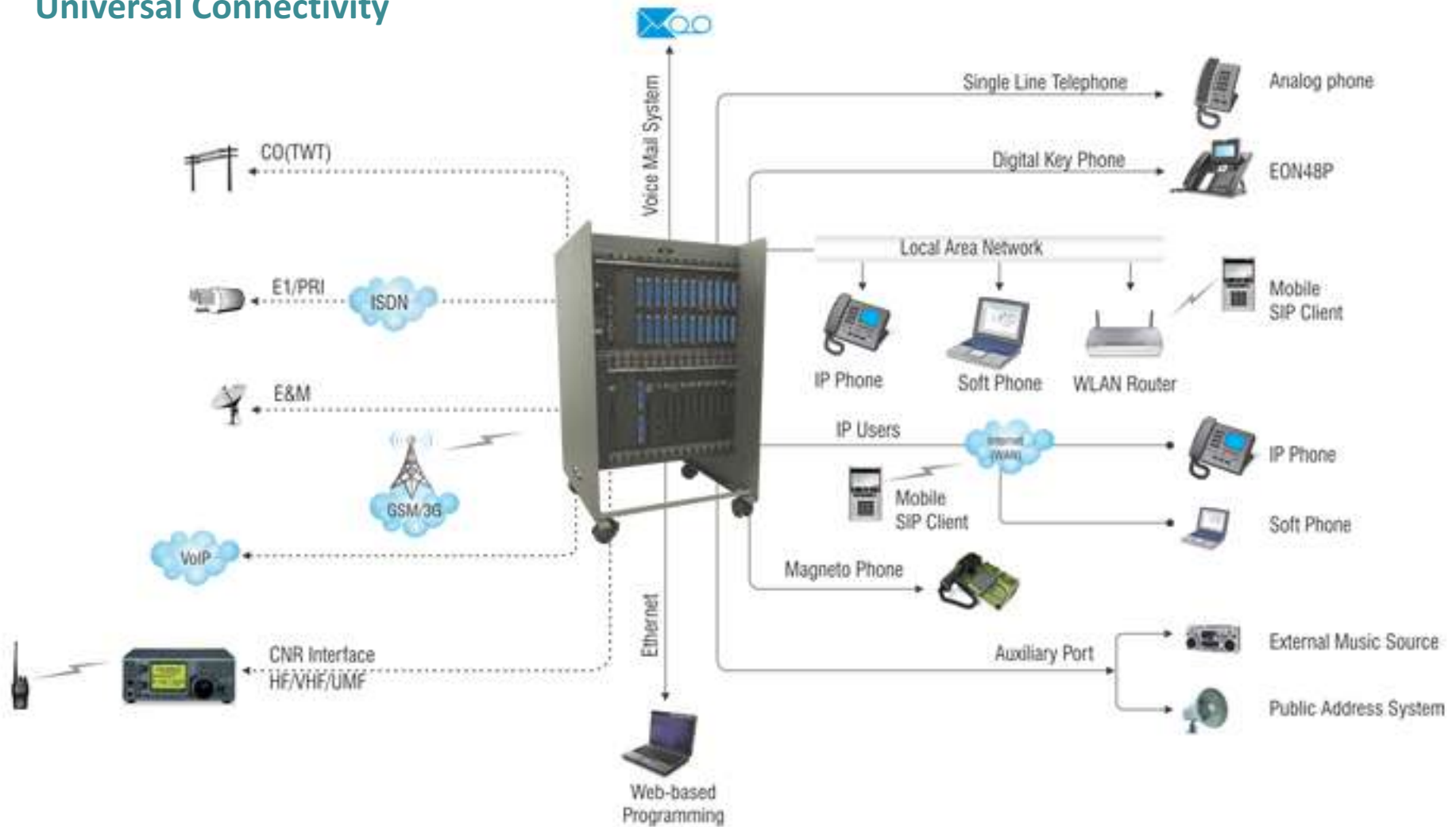


**Trunk-side Interfaces**

**Extension-side Interfaces**

# Flexible Terminal Options – UC Clients

**Analog Phones**

**SIP Phone**

**Android/iOS Smartphone**

**Wi-Fi IP Phone**

**Fax phone**

**PC/ Netbook**

**Tablet**

**Access Control Wi-Fi**

**Video Camera IP Wi-Fi**

# Customer References – Manufacturing

| Sr. No. | Customers | Region | Logo |
|---------|-----------|--------|------|
| 1 | Schlumberger | Qatar | |
| 2 | Al Wthania Aluminium | Qatar | |
| 3 | ABB | India | |
| 4 | Jainco Transmission | India | |
| 5 | Micromax | India | |

We put
**more**
**in the box**

so your
business
can think
**more**
**out of**
**the box.**

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Thank You.