

MATRIX IP BASED BUILDING INTERCOM SOLUTION REDUCES 40% CABLING COST FOR A KOLKATA BASED REAL ESTATE GROUP.

INTRODUCTION

Binayak group is a leading Real Estate Corporate House providing a wide range of residential and commercial projects from the leading developers. For an upcoming residential project where Binayak had to connect multiple towers, they wanted an IP based Intercom system to minimize cabling costs. Also the communication system had to be scalable for future expansion and manageable from remote location.

CHALLENGES

The upcoming residential project from Binayak group had multiple towers in single Block.

Interconnecting all the towers was a tedious and costly affair. The group required an intercom solution that can suffice below challenges faced:

- 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



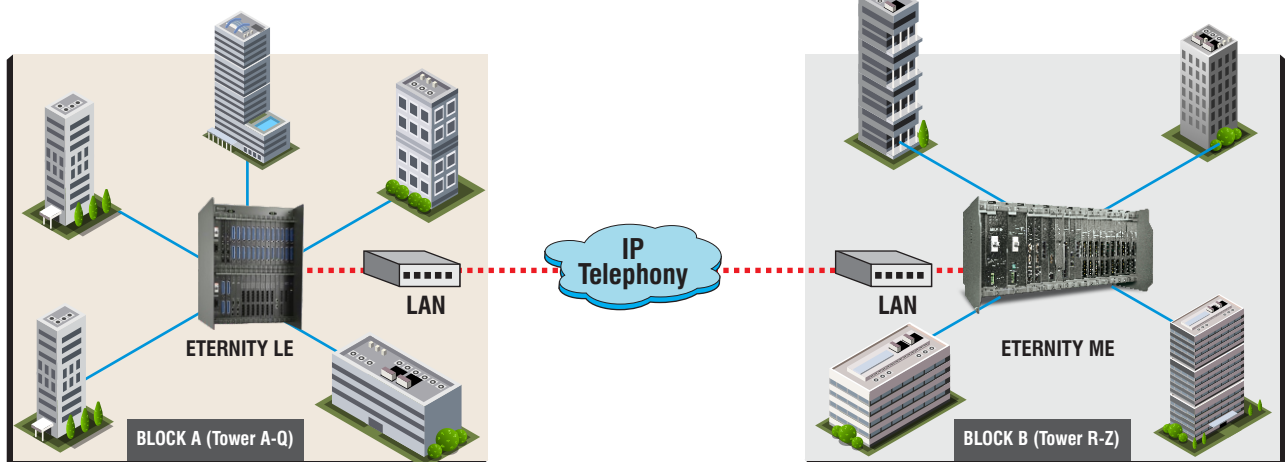
INDUSTRY	Construction (Residential / Housing)
CUSTOMER	Binayak Group
LOCATION	Kolkata, India
CHALLENGES	<ul style="list-style-type: none"> • Connectivity between two residential blocks, with 10+ towers in each block • Cost-effective solution for complex cabling and cost associated with it • Support colony's expansion plans Easy Management of Communication System
SOLUTION	<p>ETERNITY LE and ETERNITY ME - The Communication System for Modern Apartments</p> <ul style="list-style-type: none"> • ETERNITY LE – The IP-PBX with up to 1500 ports • ETERNITY ME – The IP-PBX with up to 512 ports • Peer-to-Peer connectivity between two systems over IP • Remote management of all the systems with Web based GUI

SOLUTION

Matrix along with channel partner - Amtel Communication offered IP based Building Intercom 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



RESULTS

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

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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