



Somatheeram RESEARCH INSTITUTE & AYURVEDA HOSPITAL Relied on Matrix for their Multi-location Communication needs.

Case Study

Customer Name:

Somatheeram Ayurveda Health Resort

Industry:

Hospitality

Location:

Thiruvananthapuram, Alappuzha, Ernakulam

Partner:

Travancore Telecoms

Company Profile

Located in Kerala, India, the Somatheeram Ayurveda Hospital with a Resort Ambiance is the best place for not only visual rejuvenation but also physical and mental rejuvenation. Through Ayurveda, Somatheeram provides means to shed all worries, anxieties, and illnesses.

With the objective of combining Ayurveda and Tourism, the Somatheeram Research Institute & Ayurveda Hospital was founded in the year 1985, thus making it the world's first-ever Ayurvedic Hospital in a Resort Ambiance. The Somatheeram Group of Companies came into being with the efforts of the Founder Managing Director, and Architect Mr. Baby Mathew.

Challenges:

Somatheeram has multiple resorts, located at different locations. Multi-location communication can prove to be an expensive affair if communication devices are not chosen wisely. Their dependence on public service providers for communication added to their woes of communication between their resorts.

To elaborate:

- **Feasibility of existing telephony:** Existing telephony became impracticable considering the frequent communication between multi-located properties..
- **Managing different protocols:** Interface with different telecom networks requires managing different protocols, which can be cumbersome, time, and energy-consuming.
- **Absence of modern phone features:** The lack of advanced features like Abbreviated Dialing, Call Pick Up and Internal Call Restriction, prevented them from becoming efficient in day-to-day operations.
- **Transition to modern communication with existing Infrastructure:** Their investment in existing infrastructure needed protection while also a provision had to be made to modernize the communication using existing infrastructure.

Solution:

Matrix analyzed the challenges of communications for Somatheeram, and crafted a solution that was the best fit. The solution offered was based on the fundamentals of Multi-location communication solutions. This included the Matrix range of IP-PBX (ETERNITY GENX12S) and GSM Gateway (SIMADO GFX11 and SIMADO GFX11 4G) that optimized the feasibility of communication and helped the firm become more efficient. Solution includes:

The Hybrid IP-PBX included ETERNITY GENX12SAC, which enabled them up to 240 Analog users with 64 CO Ports.

Another Hybrid IP-PBX included ETERNITY PENX, which allowed them access to 100 IP Users, onboard IP User Support, LDAP Client support, support of 4G VoLTE ports, COSEC Door Integration, and much more.

The GSM Gateway included SIMADO GFX11 and SIMADO GFX11 4G which enabled them to make and receive calls from Analog extensions. The capability to integrate with almost all industry-leading PBXs enabled them a smooth transition to modern communication while maintaining existing infrastructure.

Products Offered:

- Matrix range of Hybrid IP-PBX - ETERNITY GENX12SAC and ETERNITY PENX
- Matrix range of GSM Gateways - SIMADO GFX11 and SIMADO GFX11 4G

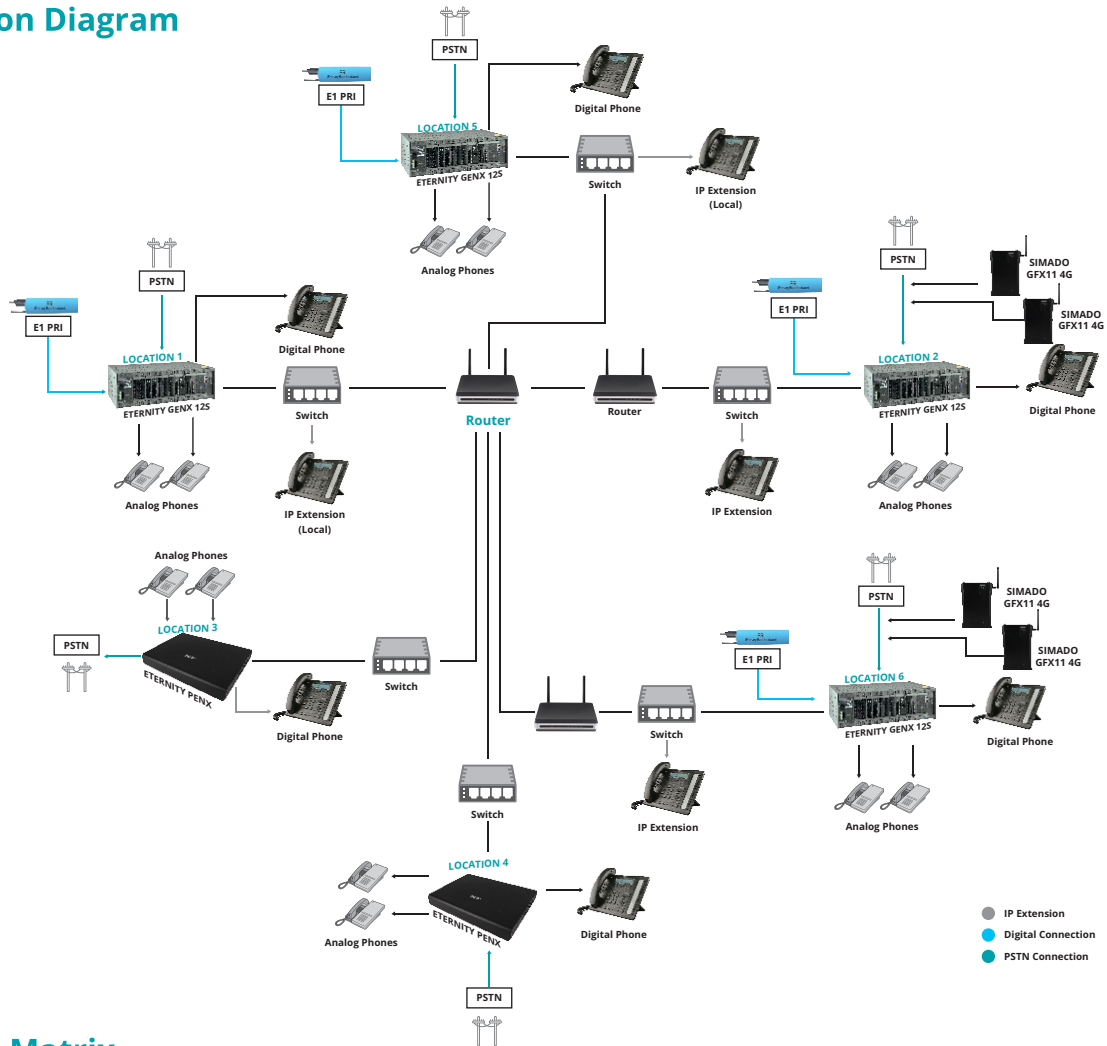
Results:

The solution so implemented enabled all properties to work as a single communication platform and proved to be beneficial for Somatheeram and its properties in more than one way.

- The Hybrid IP-PBX enabled them, **Unified Communication facilities** like Email to SMS, Audio/Video Calling, Unified Messaging facilities, and **Multi-location collaboration features** like UC Client integration, One-number reach, etc.
- The Hybrid IP-PBX also enabled them, **Investment optimization** through Universal Network Connectivity, **Easy and centralized phonebook management** through LDAP Client Support, **Mobility convenience** through 4G VoLTE support, and much more.
- The GSM/4G Gateway enabled them, **GSM/4G Connectivity** to existing infrastructure, Hotline extension dialing, emergency number dialing even in the absence of a sim card, etc. through Secure Network Bridging.



Solution Diagram



About Matrix

Established in 1991, Matrix is a leader in Security and Telecom solutions for modern businesses and enterprises. As an innovative, 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 3,500 channel partners, Matrix ensures that the products serve the needs of its customers faster and longer. Matrix has gained the 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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