



India's Fastest Growing Entertainment Network, Utilized Matrix's Communication Solution for Seamless IP Integration.

Case Study

Application:

Unified Communication Solution,
VoIP Communication, PBX Server for
Unified Communication, Standard SIP Phones

Industry:

Media/Entertainment

Location:

Mumbai

Client Overview:

One of India's fastest-growing entertainment networks, celebrated for its iconic brands, offers a wide range of experiences across multiple platforms. This network significantly influences the Indian entertainment landscape, engaging audiences through its properties on air, online, on the ground, in cinemas, and via merchandise. With a portfolio of over 30 channels, it captivates nationwide audiences with diverse programming in general entertainment, movies, sports, youth content, music, and children's genres. Moreover, the entertainment network has been successfully producing and distributing acclaimed Hindi and regional films in India for over a decade.

Challenges/Requirements:

The High Court stands as one of the most bustling institutions within the array of government institutions. Its operational efficacy hinges significantly on the effectiveness of its communication methods and technologies. However, over time, these communication tools have become outdated, failing to align with the evolving needs of this esteemed public institution. The essential requisites for an updated communication system include:

- **Unified Communication Solution:** Deploy a solution that provides seamless connectivity across multiple devices through a unified communication platform.
- **Mobility:** Ensure users have connectivity while on the move.
- **SIP Integration:** A key requirement was integrating Matrix devices with their existing SIP-enabled systems to optimize investments without overhauling the current infrastructure.
- **Emergency Communication:** Offer functionalities that enable emergency communication in times of distress to access emergency services.
- **Redundancy:** To ensure minimum or no downtime, especially during emergency situations, redundancy was a must-have feature for them.

Solution

Matrix, in partnership with Space Office Systems (I) Pvt. Ltd., developed a Unified Communication solution that involved SIP Integration of existing devices with Matrix devices. This solution featured the ANANT unified communication server, standard SIP desk phones, and the VARTA softphone.

The solution was deployed in the following manner:

- The server-based PBX, ANANT, located in the server room, offers LAN and WAN connectivity with a key feature of redundancy.
- The media house leveraged ANANT's LAN connectivity. A network switch enabled multiple devices on the premises to utilize IP connectivity.
- The network switch connected to ANANT via LAN supports connectivity for SPARSH VP510 and SPARSH VP210 phones and the VARTA softphone.
- Additionally, a connection through the router enables SIP Integration to 3rd party devices via the SIP trunk.

Results

The outcome included numerous improvements to their communication capabilities. Collaboration was facilitated by a unified communication solution, while mobility was enhanced with VARTA. A special emphasis on SIP integration of Matrix devices with existing devices enabled investment optimization. Overall, the solution significantly improved operational efficiency with advanced calling features. Let's explore the details of the provided solution:

- **Collaboration:** The unified communication solution with server-based PBX, ANANT, facilitated seamless collaboration between office-based and mobile staff via VARTA, ensuring uninterrupted transfer and reception of information.
- **Investment Optimization:** The SIP integration using Matrix Solution enabled smooth incorporation into the existing network infrastructure, a requirement the client stressed without compromise. This integration utilized current resources effectively, removing the need for additional investments.
- **Operational Efficiency:** The redundancy provided by ANANT guaranteed minimum to no downtime, facilitating a smooth flow of information and significantly enhancing workflow efficiency. This feature was particularly crucial during emergencies and related communications.
- **Modern features:** The office now benefits from advanced features with Matrix Standard SIP desk phones like SPARSH VP210 and SPARSH VP510. These include functionalities such as advanced call routing, global directory integration, support for VPN connectivity, and enhancing the media house's communication capabilities significantly.

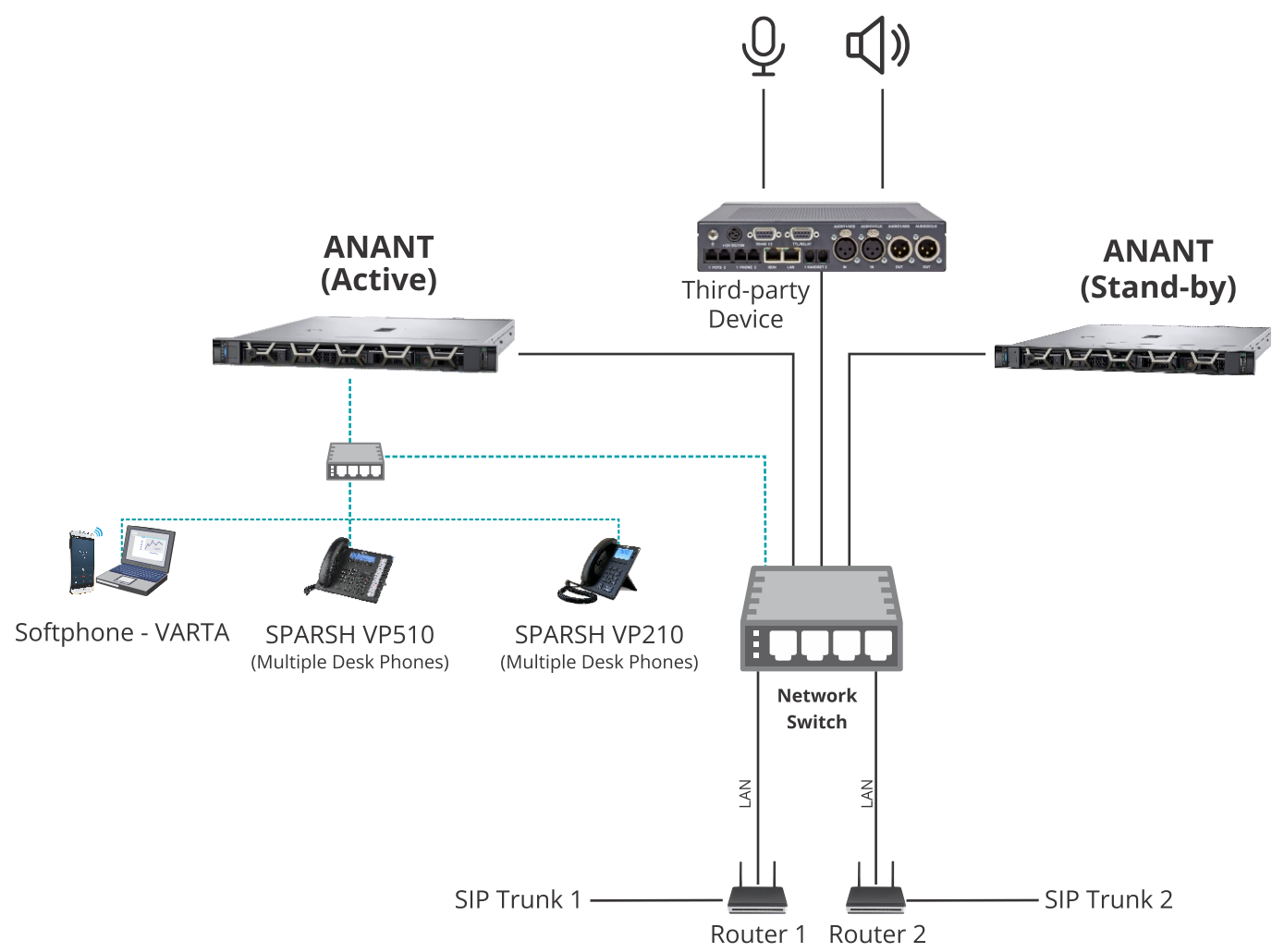
The Matrix solution enabled the media house to enhance its communication capabilities with cutting-edge call features. Particularly noteworthy was its emergency communication functionality, a scalable solution to prepare for future needs, and SIP Integration with third-party devices.

Products Offered

- **Matrix ANANT UCS:**
PBX Server for Unified Communication
- **Matrix SPARSH VP210:** Entry-level Gigabit Phone
- **Matrix SPARSH VP510E:** Standard SIP Phone



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.

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