

## Matrix Telecom Solutions Case Study - Banking - KSA

Presentation by



# TECNOMIC INTRODUCTION – Matrix Partner



- Headquarters: Singapore
- Regional offices: Dubai, Bangalore, Kuala Lumpur, Bangkok, Hanoi, Riyadh

Year of Establishment: 1991

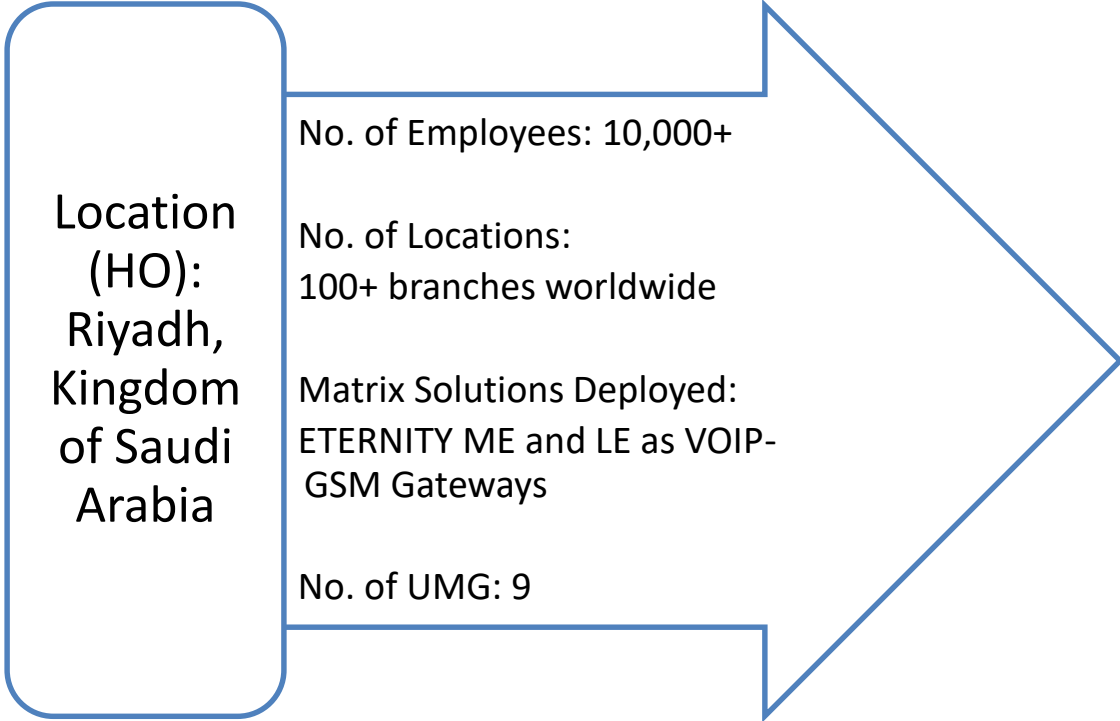
Number of Employees: 150

Long-term Regional Experience and Market Access in South Asia, South East Asia and MENA

Strong network of regional offices

Design Win driven Demand Creation Business Model

# Case – Introduction



**Customer: Reputed Bank of  
KSA**

Requirement: Reaching to end-customer for Promotion and Debt Collection

Challenges:

- Customers avoid calls by Identifying Switchboard numbers
- Customers avoid calls from Landline numbers
- Reduced reachability ratio leads to less collection and impact business
- Telecom Regulations barres Masking of Calling numbers in many countries
- Less Debt Collection Revenue

# Why Matrix?



**Route Calls on  
GSM Network**



**Increased  
Reachability Ratio**



**Reduced  
Telecom Bill**



**Easily  
Replaceable**



**Interoperable with  
Third-Party Call Centre  
Solution Providers**

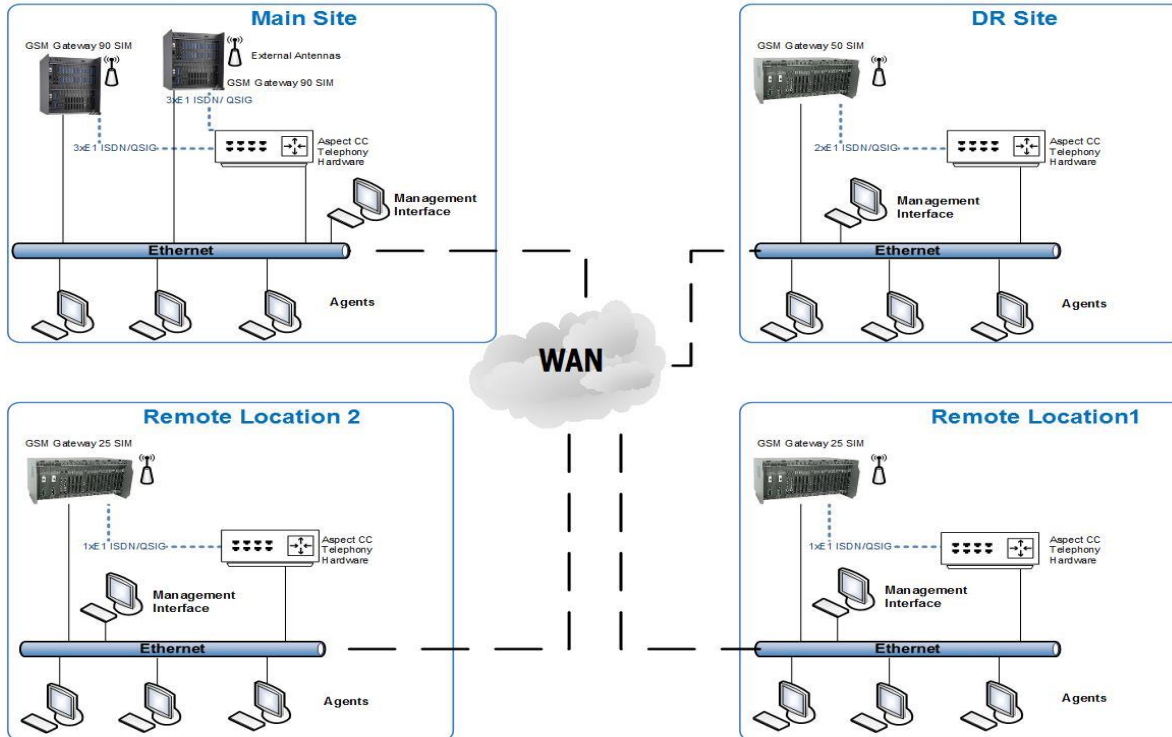
- Density of GSM SIMs depending upon the concurrent calls requirement
- No changes in the dialing habits of contact center agents
- Flexible system supporting different GSM Service Provider's SIMs
- Option to change, rotate and repeat the GSM SIMs to avoid uniqueness of calling number

## ETERNITY LE and ETERNITY ME as Universal Gateway

- Multi-locations setup with more than 350 SIMs capacity
- IP-PBX/Universal Gateway for Large Enterprises
- Can work as robust GSM Gateway
- Supports analog, GSM/UMTS(3G),T1/E1/PRI and IP Connectivity
- Build on industry standard telecom protocol
- Multi-Site Networking over ISDN or IP Network
- Hot-Swappable Cards
- Redundancy
- Web based management – easy to manage for IT/Telecom staff.

# Solution Diagram

## GSM Gateway Connectivity Solution with Aspect Auto Dialer

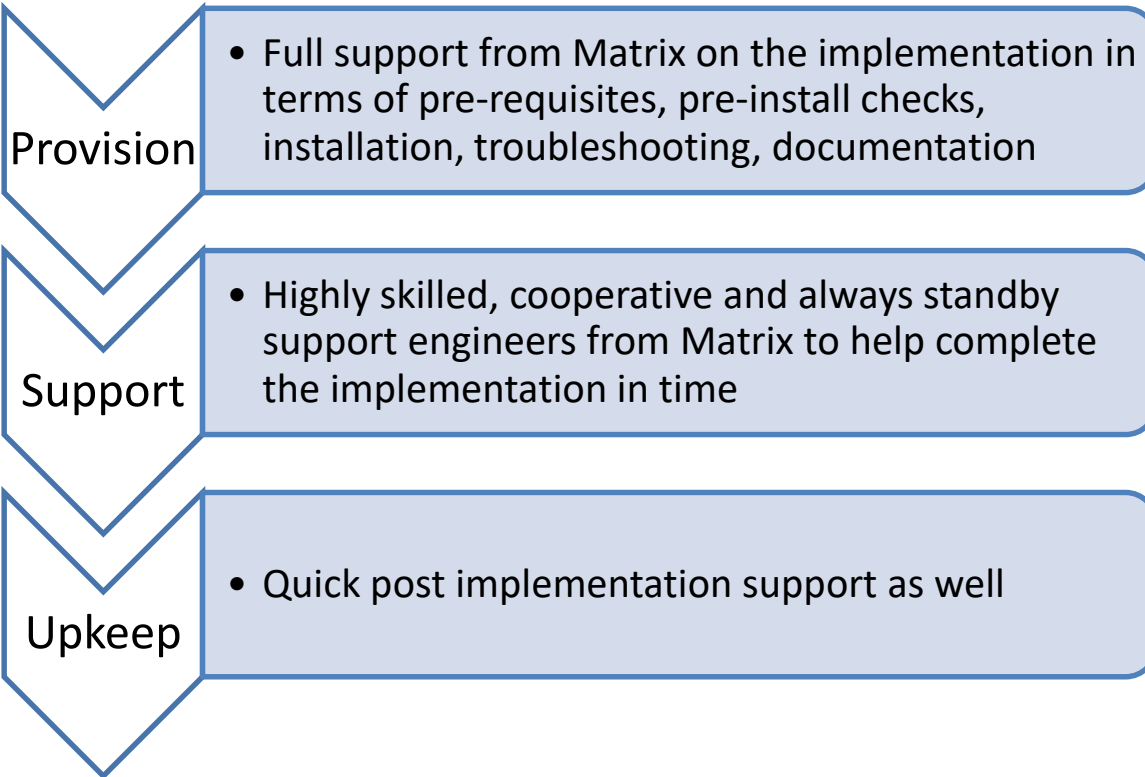


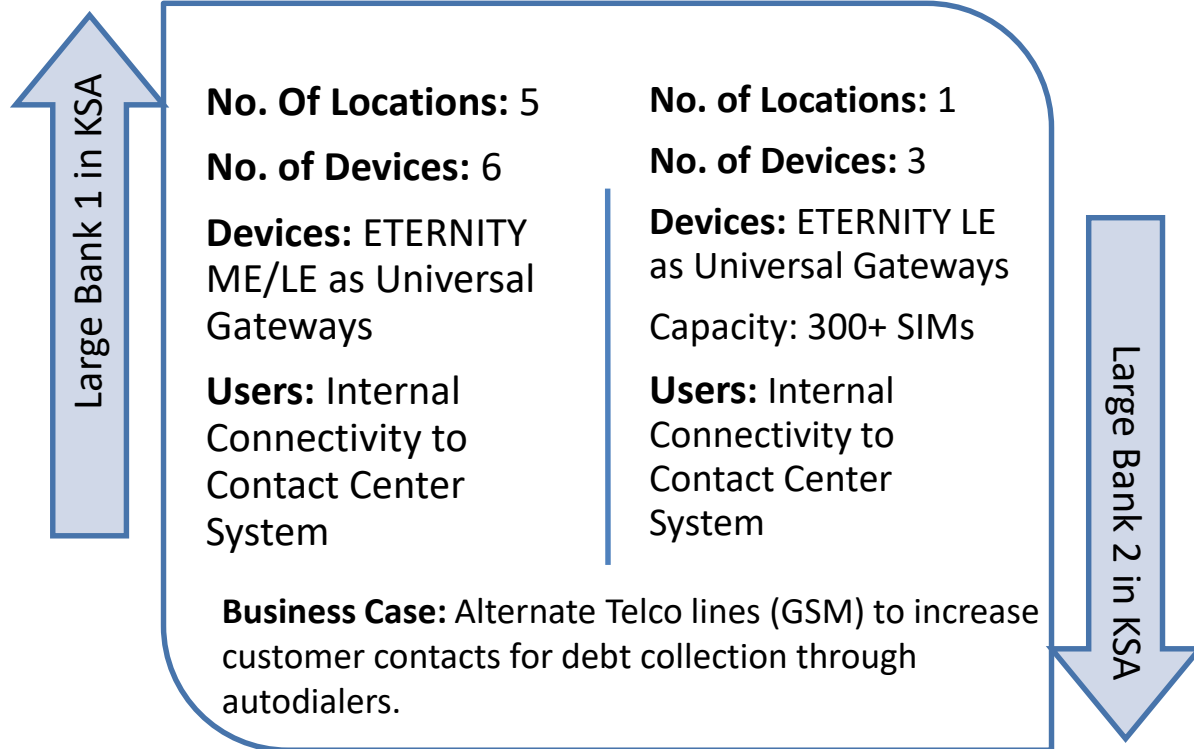
# Results



# Matrix Support

---





# Experience of association with Matrix



Thank You