

# **Matrix ETERNITY Customer Value Proposition**

## **Needs of Modern Enterprises**

- ✓ Lower TCO
- ✓ Higher ROI
- ✓ Control over Operational Costs
- ✓ Stay Connected
- ✓ Workforce Collaboration
- ✓ Communication Convenience
- ✓ Business Continuity and Networking
- ✓ Enhanced Customer Experience
- ✓ Ease of Use
- ✓ Simple Administration and Management
- ✓ Effective Resource Utilization
- ✓ Future Proof Investment

Enterprise Need	ETERNITY Offerings	Customer Benefits
<b>Lower TCO</b>	<ul style="list-style-type: none"> <li>• Fast and simple deployment</li> <li>• Modular architecture</li> <li>• Built-in Gateway Functionality</li> <li>• Built-in Auto-Attendant</li> <li>• Voice mail System with scalable capacity up to 576 hours</li> <li>• Easy integration with other SIP devices such as VoIP gateways, SIP servers and SIP phones</li> <li>• Built-in auxiliary ports (Analog Input-Output and Digital Input-Output ports)</li> <li>• Hybrid expansion cards to meet any requirement</li> </ul>	<ul style="list-style-type: none"> <li>• No need of external devices such as Voice mail system, Gateway or ATAs</li> <li>• Support for diverse network types – Investment protection</li> <li>• Avail benefits of new-age networks on a Single Platform</li> <li>• Flexible Scalability</li> <li>• No need of changing existing VoIP devices (VoIP Gateways, SIP Server, SIP Phones) and telephone instruments</li> </ul>
<b>Higher ROI</b>	<ul style="list-style-type: none"> <li>• Multiple SIP Accounts</li> <li>• Networking of multiple sites and offices</li> <li>• Mobile Close User Groups (CUG)</li> <li>• On-site and Off-site Mobility</li> <li>• Multiple Call Groups</li> <li>• Web-based interface</li> </ul>	<ul style="list-style-type: none"> <li>• Call cost saving on each call</li> <li>• Optimum utilization of Internet bandwidth – using same bandwidth for voice and data</li> <li>• Customer satisfaction – increased responsiveness</li> <li>• Field upgradable</li> <li>• Reduced travel charges within office premise and between office and field resources</li> <li>• No need of additional application for configuration</li> </ul>
<b>Control over Operational Costs</b>	<ul style="list-style-type: none"> <li>• Open standard SIP</li> <li>• Multiple SIP Accounts</li> <li>• Software configurable parameters</li> <li>• Least Cost Routing Algorithm</li> <li>• Centralized Maintenance and Administration</li> <li>• Mobile Close User Groups (CUG)</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced long-distance telephony costs through VoIP</li> <li>• Free inter-site VoIP calling</li> <li>• No need to invest in New infrastructure</li> <li>• Increased organizational efficiency</li> <li>• No need of separate administrator for multiple locations</li> </ul>
<b>Stay Connected</b>	<ul style="list-style-type: none"> <li>• On-site Mobility</li> <li>• Off-site Mobility</li> <li>• Unified Messaging – Voice mail to Email</li> <li>• Call back on trunk</li> <li>• Return call to original caller (RCOC)</li> <li>• DID</li> <li>• Automatic DISA with Built-in DISA card</li> </ul>	<ul style="list-style-type: none"> <li>• Multi-locational connectivity</li> <li>• Seamless staff Mobility</li> <li>• Universal connectivity</li> <li>• Seamless network coverage</li> <li>• Minimum downtime</li> </ul>

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<b>Workforce Collaboration</b>	<ul style="list-style-type: none"> <li>• Multi-participant conference</li> <li>• Conference Dial-in</li> <li>• Mobile Extensions</li> <li>• On-site Mobility</li> <li>• Off-site Mobility</li> <li>• Unified Messaging</li> <li>• IM and Presence sharing</li> <li>• Automated Attendant</li> <li>• Fax over IP (FoIP)</li> </ul>	<ul style="list-style-type: none"> <li>• Streamline business operations</li> <li>• Increased staff responsiveness to customers</li> <li>• Increased employee effectiveness and efficiency</li> <li>• Increased availability to customers</li> </ul>
<b>Communication Convenience</b>	<ul style="list-style-type: none"> <li>• Built-in CLI (DTMF and FSK) on ISDN and analog trunk lines</li> <li>• Automated Attendants</li> <li>• CLI based routing</li> <li>• Department group</li> <li>• Call pick-up</li> <li>• Call back on trunk</li> <li>• Automatic DISA</li> <li>• Conversation recording</li> <li>• Allowed and Denied call lists</li> <li>• Multiple alarms and reminders with snooze</li> <li>• Auto-redial</li> <li>• Call logs to identify missed Calls</li> <li>• Flexible numbering plan up to 6 digits</li> <li>• Logical partitioning</li> <li>• Enterprise directory</li> <li>• Emergency numbers</li> </ul>	<ul style="list-style-type: none"> <li>• Identify calls before answering</li> <li>• Reduced operator call volume</li> <li>• Automated call treatment</li> <li>• Direct connection for auxiliary devices such as door lock, etc. without the need of extra accessories</li> <li>• No need of changing accustomed dialing patterns</li> <li>• No need of multiple devices for Mobility</li> <li>• Increased employee productivity and efficiency</li> <li>• Adhere to regulatory compliances</li> </ul>
<b>Business Continuity and Networking</b>	<ul style="list-style-type: none"> <li>• Voicemail system</li> <li>• External call forwarding</li> <li>• Mobility</li> <li>• Return call to original caller (RCOC)</li> <li>• Callback on Trunk</li> <li>• Failover resiliency</li> <li>• Power supply redundancy</li> <li>• Processor redundancy</li> <li>• Multiple systems networking through ISDN QSIG and SIP</li> </ul>	<ul style="list-style-type: none"> <li>• Anytime connectivity with customers</li> <li>• Customer assistance whether inside office or outside office</li> <li>• Assured communication between different locations even in case of trunk failure</li> <li>• Reduced downtime and increased visibility of entire infrastructure from central location</li> </ul>

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<b>Enhanced Customer Experience</b>	<ul style="list-style-type: none"> <li>• Automate Attendant</li> <li>• Voice mail</li> <li>• Return call to original caller (RCOC)</li> </ul>	<ul style="list-style-type: none"> <li>• 24X7 customer assistance</li> <li>• Uniform treatment to all callers</li> <li>• Prompt customer services</li> </ul>
<b>Ease-of-use</b>	<ul style="list-style-type: none"> <li>• Easy to deploy and maintain</li> <li>• Web-based Interface</li> <li>• Modular system architecture</li> </ul>	<ul style="list-style-type: none"> <li>• Easy troubleshooting</li> <li>• Rapid maintenance</li> <li>• Reduced downtime</li> </ul>
<b>Simple Administration and Management</b>	<ul style="list-style-type: none"> <li>• Built-in remote maintenance</li> <li>• Built-in SMDR</li> <li>• Detailed call information</li> <li>• Web-based configuration interface</li> </ul>	<ul style="list-style-type: none"> <li>• No need of modem for remote maintenance</li> <li>• No need of additional application for configuration and maintenance</li> </ul>
<b>Effective Resource Utilization</b>	<ul style="list-style-type: none"> <li>• Open standard SIP support</li> <li>• Mobile Extension through GSM/3G Mobiles</li> <li>• Third-party PMS/CAS support</li> </ul>	<ul style="list-style-type: none"> <li>• Utilize Existing IT infrastructure with existing telephones</li> <li>• Use same Internet connection for voice and data</li> <li>• Increased staff productivity</li> <li>• Use same mobile for office and personal communication</li> </ul>
<b>Future-proof Investment</b>	<ul style="list-style-type: none"> <li>• SIP based VoIP</li> <li>• Modular design</li> <li>• Universal slots based architecture</li> </ul>	<ul style="list-style-type: none"> <li>• Ready for new-age technologies</li> <li>• Support for new-age devices</li> <li>• Easy scalability through expansion cards to meet evolving needs</li> </ul>
<b>Certification</b>	<ul style="list-style-type: none"> <li>• CE, FCC, RoHS, TEC and country specific certifications</li> </ul>	<ul style="list-style-type: none"> <li>• Reliability</li> <li>• Safety</li> <li>• Industry standard products</li> </ul>