

The Competitive Overview of Matrix ETERNITY LENX – The
Unified Communication Server for Modern Enterprises against
Core IP UCX

Comparative Product Study



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SYSTEM OVERVIEW:

ETERNITY LENX System Architecture

- Ideal for Growing Enterprise up to 1296 Analog Users and upto 2000 IP users for Hotel Manufacturing and Power Utilities
- Connectivity for VOIP, GSM/3G trunks, ISDN BRI,T1/E1 PRI, key phone ports, E&M and Radio (HF/VHF/UHF) from a Single Chassis
- Flexible phone options-Analog SLTs, digital key phones, IP/SIP phones, mobile phones, Android/iPhone based Mobile Softphone

Core IP UCX

- This is a hosted PBX, therefore one has to switch vendors for connecting different networks

Built-in System Resources - Matrix ETERNITY LENX

CO ports and Analog Phone ports	Ports to connect Analog Trunk lines and Single Line Telephones
Key Phone, Operator Phone and IP Phone Ports	Ports to connect operator consoles, digital key phones
ISDN BRI,T1/E1 PRI	Built-in system support for BRI, PRI channels
VOIP Server/ VMS Module	Server for IP channels mounted on the CPU
GSM	Built-in system support for GSM Trunks

Built-in System Resources - Core IP UCX

No separate ports for connecting different networks has to depend on service provider/vendor for flexibility of connecting different networks

Key Features of ETERNITY LENX

- **Range of Phone connectivity options** – Analog Phones, Digital Key Phones, DSS Consoles, IP/SIP Phones, Mobile Phones and Android/iPhone Smartphones as Extensions, Radio Handsets and Magneto Phones.
- **Multiple trunk options** – Analog CO, VOIP, GSM/3G and ISDN BRI, T1/E1 PRI, E&M and Radio Trunk lines to reduce call costs and secured lines.
- **Advance telephony features** – Functionality of large enterprises such as Voice Mail, Unified Messaging, Auto-Attendant, Mobility, Trunks and Extensions, Scheduled Call Forward, CDR reports, Presence Sharing and IM, Multiparty Conference and lot more.
- **Remote management** – The built-in web-browser based functionality enables configuration of ETERNITY GE from any remote location, using six most used languages such as English, Spanish, Portuguese, French, German, and Italian.
- **Advance voice mail** – Voice mail with advance features such as multiple Auto-Attendants languages, personalized greetings, MoH, 6 language support, User intuitive interface for uploading prompts and broadcasting message to mailboxes, voice mail to email notification and conversation recording up to 2300 hours.

Features	Matrix ETERNITY LENX	Core IP UCX	Matrix Advantage
Telephony Platform	Proprietary telephony platform	Open source telephony platform	Asterisk is open telephony platform and expert programmer required to configure as per the requirement .
Installation	Simple and easy	Complex and time-consuming	In case of Asterisk for every minor change, programming is needed to be done separately adding up the implementation cost.
Initial Investment	Moderate	Low	
Investment on Scale	Low	Moderate	Increase in the implementation charges with the installation of Asterisk PBX
Performance	Standard	Depends on the skills of the implementer	High ROI and performance guaranteed even after years
Product Type	Solution-oriented	Cost-oriented	Integration with third-party SIP Phone

			Integration with Matrix Security products (Access Control and Time Attendance)
Value Added Features	Built-in GSM Connectivity, Connectivity to Radio Card SMS Server, RCOC, CLI based DISA, Mobile Extension UC client for Windows	Would attract high cost or not possible to implement	In-skin GSM for communication at remote places where wired connectivity is not possible.
System Scalability	2000 IP Users, 1296 Analog Users, 128 DKP Ports, 64 GSM SIMs from a single chassis	1000 users per server	System flexibility to support any organization's expansion plans.
SMS Server	Present (facility to send SMS as e-mail and vice versa)	Absent	Improved communication ease when required to be done with masses
Gateway Feature License	Present (Functionalities of Gateway and UC solution from a single chassis)	Absent	No need to buy separate Gateway to avail its functionalities. Save on investment.
Presence Sharing	600 BLF keys and 1000 DSS	Present	Indication of presence status for proper routing of calls and improved connectivity
Call Queuing	Present (upto 1 hour)	Absent	Communication Convenience and enhanced customer retention
Pop-Up Notifications	Present	Absent	Keep the user informed regarding any new message, never miss on any important communication

Emergency Number Dialing	Present	Absent	Improved connectivity
Call Budgeting	Present	Absent	Tight hold on the increasing call costs
Multi-Party Conferencing	20 three-party conferences / 21 participants in each conference	Depend upon Hardware	Group discussions with features like Dial-in conference improves decision making process
Mobile and PC Softphone	Proprietary Mobile softphone VARTA ADR 100/AMP100, PC Softphone: VARTA WIN200	Absent	Proprietary Softphone SARVAM VARTA easily available on Android and Apple Stores providing one touch access to all the PBX features from anywhere anytime
PMS Integration	Present (on purchasing license)	Absent	Hospitality PBX for enhanced customer services
Logical Partitioning	Present	Absent	Rules abiding to country's standard telecom regulations
Call Rejection	Present	Present	Improved efficiency by rejecting the unwanted calls
Radio Phones	Present (16 ports)	Absent	Wireless connectivity in case wiring is not possible
Magneto Phones	Present (32 ports)	Absent	Robust communication link for army and paramilitary forces
Voice Mail Channels	64 channels in one NXDBM VMS Module/Recording upto 2300 hours	Voice mail storage available	Enhanced customer services and continuous communication even if the receiving party is not physically present
Calendar Integration	Present	Absent	Updates presence status during meeting automatically. Improves Collaboration
Hot Keys	Present	Absent	Easy access to calling
Voice Mail Status	Present	Present	
Voice Mail Recording Capacity	2300 hours	Not specified	Hassle of taking backup on short intervals eliminated. Improves productivity.

Voice Mail Backup	Backup from Local network or VPN	No such provision available	Taking back up is easy, improves efficiency
Directory Search (Dial by name)	Present	Present	Communication Convenience
LDAP Support	Present	Present	

Summary:

- **Easy Licensing Structure:**
 - With the purchase of VOIP Module (NXDBM VOCODER 64) following facilities are available:-
 - I. 4 Pre-activated SIP Trunks and 5 pre-activated SIP Extensions – **To make IP calls (domestic or international) for reduced telephony cost**
 - II. Proprietary Mobile Softphone VARTA for Android/iPhone is easily available on Play Store and App Store in ETERNITY LENX whereas in Core IP UCX, a third-party Mobile Softphone is required– **Mobile or Teleworkers remains connected to office without any cost**
- **Extended connectivity:**
 - Supports 1296 Analog users in ETERNITY LENX as compared to 1000 users per server in Core IP UCX – **Flexible capacity and more users**
 - Supports 64 GSM and UMTS (3G) Trunks in ETERNITY LENX which is not available in Core IP UCX– **Reduce fixed-to-mobile call charges and mobile-to-mobile charges with CUG**
 - Supports 32 ISDN BRI Trunks in ETERNITY LENX which is not available in Core IP UCX– **Provides diversification to cater different markets like England, United States, Canada, India, Japan, France, Germany where ISDN BRI is commonly used**
 - Supports 24 ISDN T1/E1/PRI Trunks in ETERNITY LENX27SDC – **Reduces rental and cabling Cost**
 - Supports up to 16 Radio Ports – **Wireless Mobility in cases of no cabling infrastructure**
 - Supports up to 32 Magneto Ports which is not available in Core IP UCX – **For Secured Communication in Defense and Paramilitary forces**
- **Enhanced Flexibility:**
 - Matrix has Universal platform where user can plug-in any expansion card in any free expansion card slot, no need of external devices to offer scalability as in case of Panasonic KX-NS300 where systems are stackable – **An additional investment for user.**
 - Added flexibility through mixed configuration Expansion cards – **Saves on investment for smaller or changing requirements.**
 - Flexibility of using same expansion cards within its variants (programmed once) – **Extended Hassle free scalability to users**

User Terminals



Analog phones



Digital key phones



IP Phones



Android/iPhones
Mobility Clients



PC
Soft phones



IP-DECT

ETERNITY LENX At a glance

System Resources (Capacity)	ETERNITY LENX27SDC	
Trunks		
VoIP (SIP)	250	
GSM SIMs	64	
CO (TWT)	128	
ISDN BRI	32	
T1E1 ISDN PRI	24	
Built-in Resources		
Multi-party Conference	20 (3 party conferences) 62 people in a conference at a time	
Mount	Table Top, Wall Mount	Table Top, Wall Mount, Rack Mount

Comparisons are based on the information available from brochures and manuals to the best of our knowledge. For more details please contact respective manufacturer.