



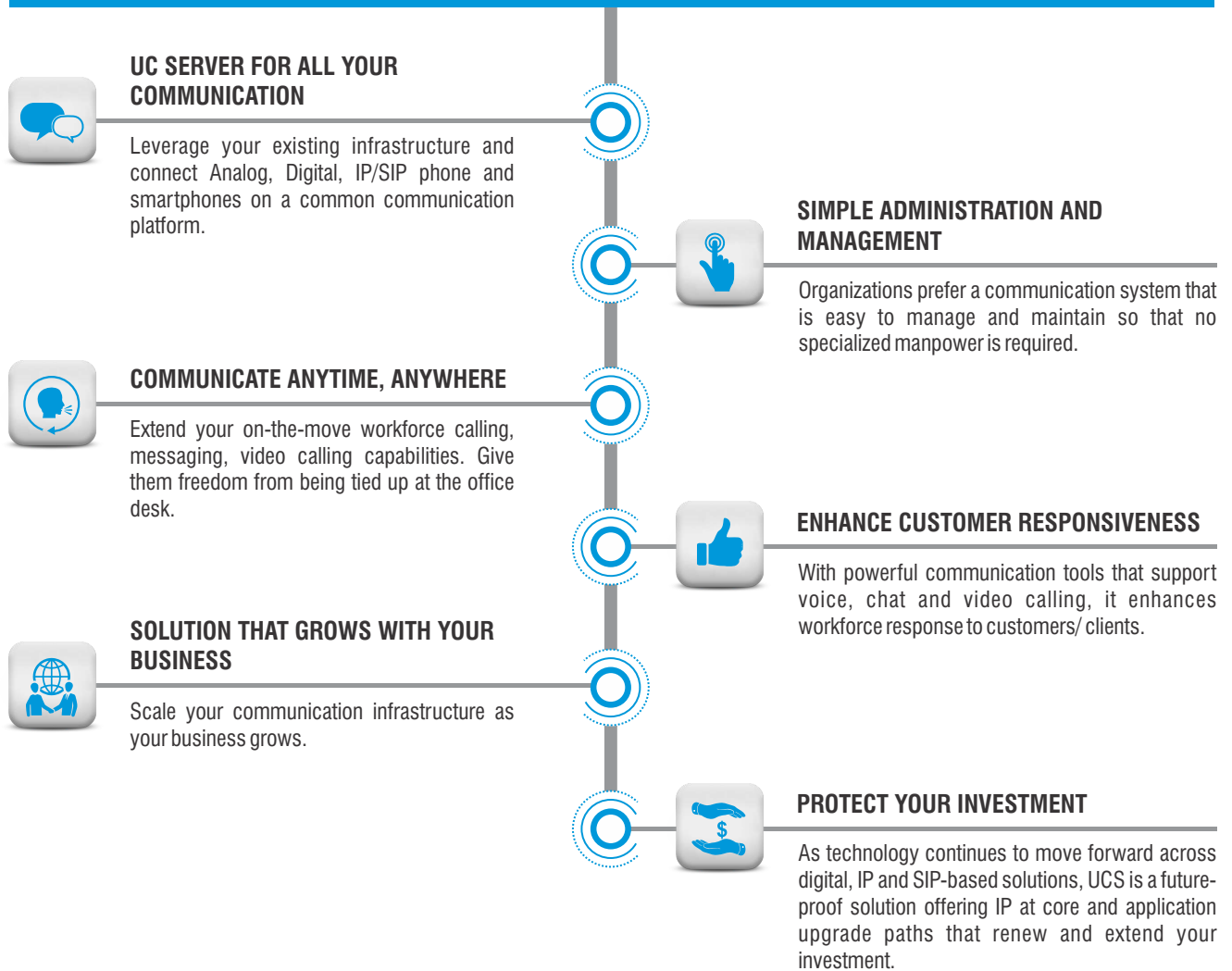
UNIFIED COMMUNICATIONS

Pure IP solutions for Modern Enterprises

Today's dynamic enterprise environment requires smarter communication solutions for diversified roles of employees. Flexible device usage and round the clock-connectivity is the need of the hour for mobile workforce to give them consistent-in office experience while working from home, between appointments or on the move. Increasing competition, flexible work places and timings fuels the need for more collaborative communication solutions. With Collaboration and Mobility as the key aspects of business communication, the term 'Unified Communications' has evolved.

The field of enterprise communication is constantly evolving due to diverse communication needs of small and large enterprises. Globally, IP technology has become the primary underlying technology for enterprise communication products, unifying different communication mediums. Nowadays, modern enterprises are located over multiple locations because of which they require continuous connectivity with their customers and among internal employees. Real-time sharing of information is essential to enhance customer response, employee effectiveness and quick decision making. In today's dynamic business environment, success is directly linked with continuous and collaborative communication to enhance an organization's productivity.

BENEFITS OF UNIFIED COMMUNICATIONS



ANANT UNIFIED COMMUNICATION SERVER

OPEN SERVER BASED PBX

Traditional hardware based PBXs are slowly getting replaced by open server based telephony systems. This is largely because hardware based PBXs create hardware dependency, require manual upgrading and incur heavy wiring cost. Matrix has designed an enterprise-grade highly capable, durable, scalable and efficient Unified Communication Software solution - ANANT UCS. The hardware-independent platform provides customers with a choice to select a reliable server as per their requirement. With a range of enterprise grade calling features, it improves employees' productivity and speeds up the decision-making process.

ANANT UCS connects all the employees on a single platform. Our UC Server offers a range of enterprise grade calling features that improves employees' productivity and speeds up the decision making process. With an in-call redundant system, ANANT UCS boasts of providing the best customer engagement. By integrating ANANT with VoIP Gateways and IP Phones, customer requirements with multiple location communication set-up can be met.

PRODUCT HIGHLIGHTS

5000

IP
Users

1024

Concurrent
Calls

512

Three-Party
Conference

64

Simultaneous
Call Recording

FEATURES OF MATRIX ANANT UCS



HARDWARE INDEPENDENT

- Hardware of Choice
- Maximum Resource Utilization



ACTIVE-STANDBY REDUNDANCY

- Uninterrupted Communication
- Increased Productivity



RAID1 AND RAID5 SUPPORT

- Fault Tolerance
- Easy Data Recovery



MOBILITY

- Anywhere, Anytime Connectivity
- Faster Decision Making



AUTO SIGN-IN FOR SOFTPHONE

- One Touch Configuration
- Reduce Installation Time



LDAP CLIENT SUPPORT

- Centralized Directory
- Easy Management



BUILT-IN AUTO-ATTENDANT AND VOICEMAIL

- No Missed Messages
- Customer Retention



AUTO SYNC CONFIGURATION

- Quick Configuration
- Smoother Operations



SCHEDULED BACK-UP

- Automatic System
- Hassle-free Storage



INTEGRATION WITH VoIP GATEWAYS

- SIP 2.0 Protocol Support
- Utilize Legacy Infrastructure



UNIFIED MESSAGING

- Stay Connected
- Increased Productivity

SECURED FUTURE REQUIREMENTS

- Scalable up to 5000 IP Users to fulfill Communication Requirements of Large Enterprises

RETAIN CUSTOMERS

- Enable External Callers to Reach an Extension without the Intervention of the Operator. Optional Voice Message

INCREASED PRODUCTIVITY

- Instant Messaging through VARTA, Voicemail to Email, IM to SMS

STAY CONNECTED FROM ANYWHERE AT ANYTIME

- Mobility through VARTA for Android and iOS smartphones and Windows Laptops/PC

DOOR ACCESS CONVENIENCE

- Integrate with Matrix COSEC Door Controllers over IP to Allow or Deny Access through Terminals

ENHANCED CONNECTIVITY

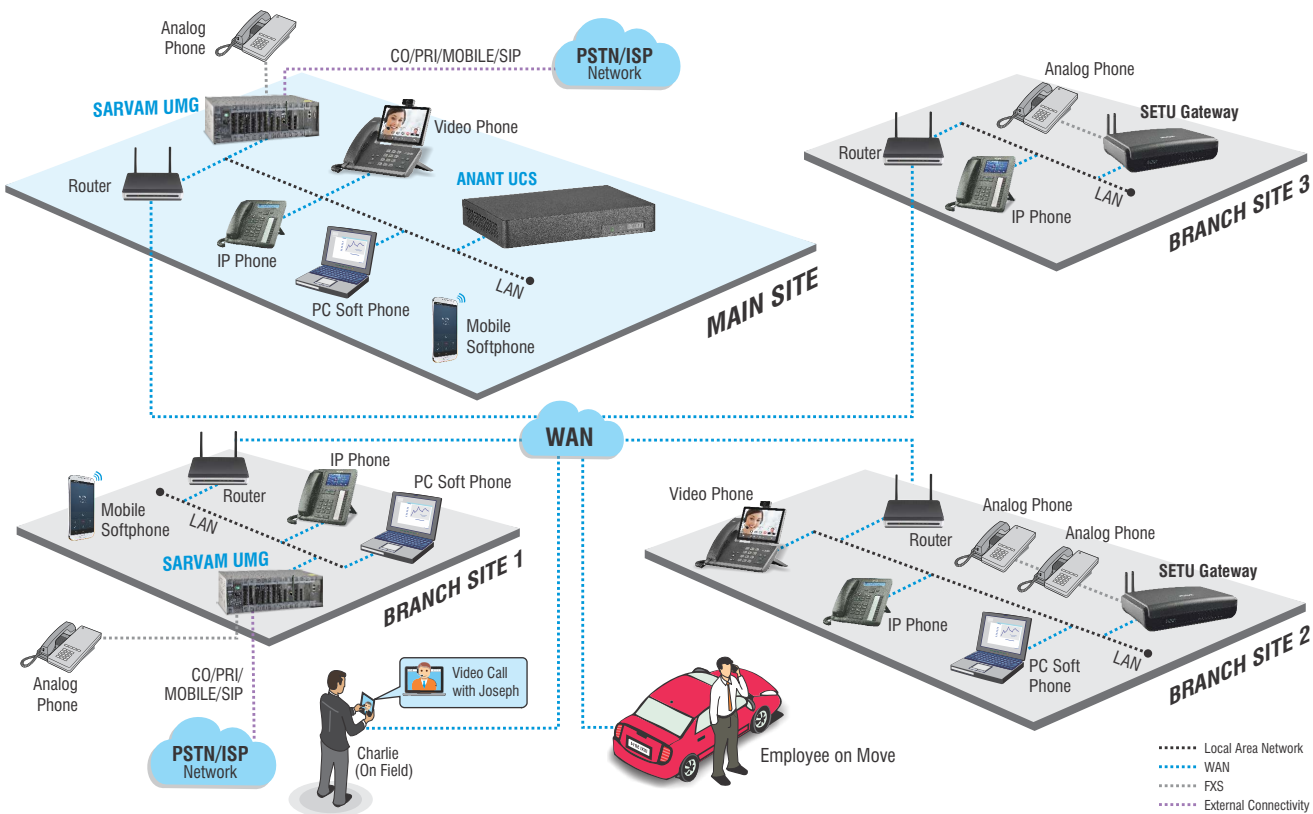
- Remote users can access and use the facilities and features of the system, using DISA

BENEFITS OF MATRIX ANANT UCS

APPLICATION SCENARIOS

Matrix ANANT UCS is a powerful Unified Communication solution that provides enterprises with integrated mobility and unified messaging. It helps to improve collaboration (video calling, chat, presence sharing, voicemail to email, conference, etc.) among all their employees, irrespective of its size and geographic location.

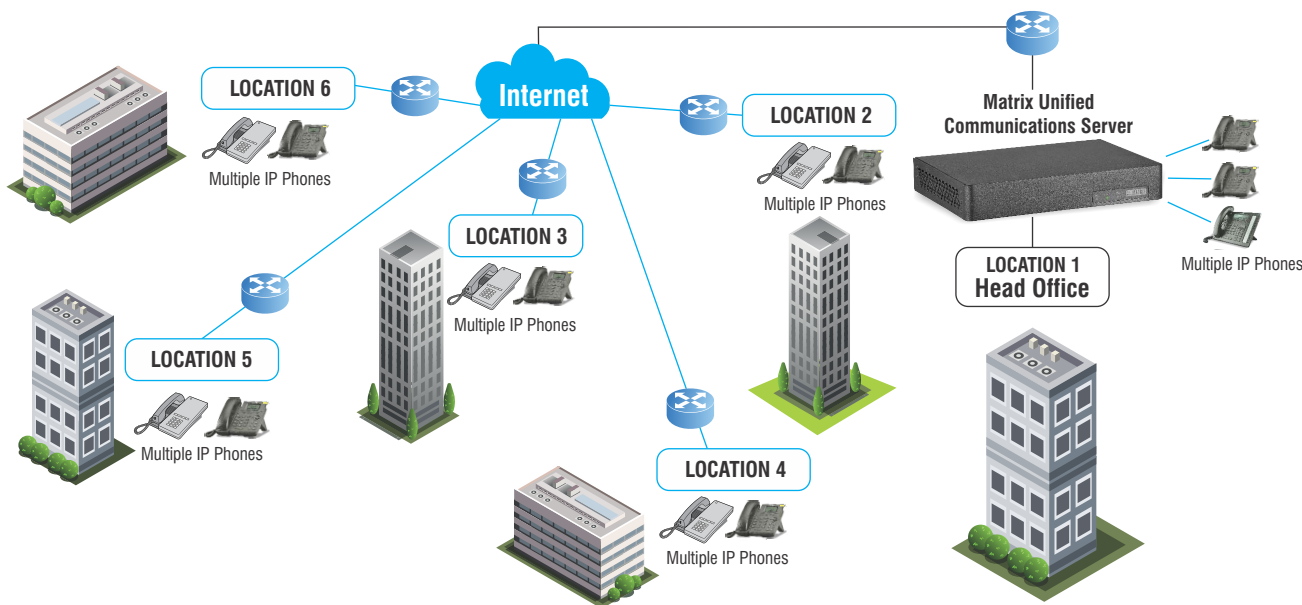
ANANT UCS - MULTI-LOCATION



ANANT UCS - ENTERPRISE

Most corporations have multiple offices across the globe. Matrix ANANT UCS can be configured as the main server and various IP endpoints can be extended from it to connect numerous locations.

The entire network communicates through the internet, giving flexibility to multi-located offices.



MATRIX PRASAR UCS

Matrix PRASAR UCS, an Enterprise Unified Communication Server connects internal and external decision makers at multiple locations for effective communication and real-time collaboration. It enables enterprises to enhance business processes by unifying communication mediums to simplify the daily workflow and increase

their response time. Being a pure IP solution, PRASAR UCS is a single box solution, scalable up to 2100 users, as per future communication needs of the organization. Bring people together anytime, anywhere, and on any device with our integrated collaboration infrastructure for voice and video calling, messaging, and mobility.

BENEFITS OF PRASAR UCS

BUSINESS COMMUNICATION



- Enable quick decision making by effective communication between team members at headquarters, branch office and on the move.
- Scale up communication needs according to organizational growth with this Single Box solution.

COLLABORATION AND RESPONSIVENESS



- Increase employee responsiveness towards customers by communicating over voice, video and chat.
- Employee collaboration leads to improved business operations and increased efficiency.

MOBILITY



- Increase Productivity with Instant Communication from Anywhere, Anytime
- Single number to Make and Receive Calls from Any Device, Anywhere

FEATURES OF MATRIX PRASAR UCS



**Scalable up to
2,100 UC Users**



**Corporate Directory
Integration**



**64 Party Simultaneous
Conference 21 Three-party
Conference**



**Up to 550
Concurrent Calls**



**Multi Lingual IVR
128 Auto-attendant
Menus**



1U Enclosure



Up to 99 SIP Trunks



**64 Ports Voice Mail
System Record
Conversations**



Unified Messaging



248 VoIP Channels



**Presence Sharing
BLF Notification**



**Redundant Power
Supply Port**

APPLICATION SCENARIOS

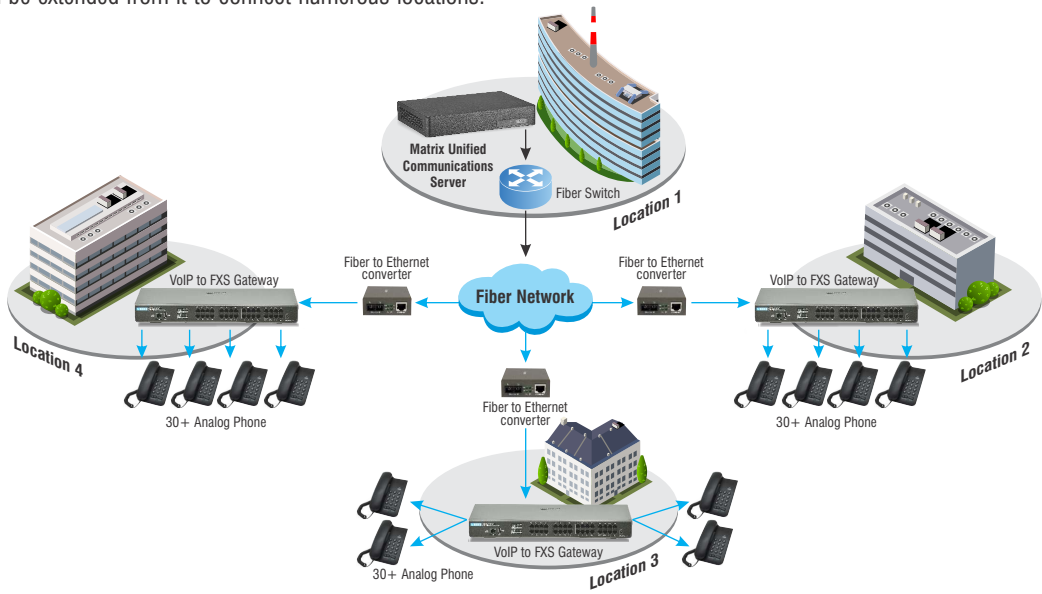
Matrix PRASAR UCS is a powerful Unified Communication solution that provides enterprises with integrated mobility and unified messaging. It helps enterprises improve collaboration (video calling, chat, presence sharing, voicemail to email, conference, etc.) among all their employees, irrespective of its size and geographic location. Matrix PRASAR UCS proves to be a complete solution for inter branch office collaboration and communications. Dispersed branches can be tied together over the IP network, with PRASAR UCS located at the Head Office. Low tariff internet telephony between geographically spread locations helps reduce the communication cost. Multi-site connectivity over IP also facilitates usage of common dial plans and numbering across the geographically distant branches. Theseamlessly connected branches can also share a common Auto- attendant and VoiceMail system.

In the world of IP, an end user terminal can be an IP Deskphone, a UC Client and Business App for Android/iOS/Windows PC. Employees can use their own device (Smartphones/Tablets) for personal and professional purposes, whether they are in the office or working remotely. A user can have multiple contact points mapped to a common user identity. Hence, the user has the convenience to be connected irrespective of his location. Presence further determines the availability of a user (such as online, offline), his willingness to participate in a communication session (busy, available on phone, out of office and others) and his preferred mode of communication (call or instant messaging), before an actual conversation begins. A user now has the right to alter his presence status at his will and intimate the same to others instantly, through presence sharing in real-time.

PRASAR UCS - ENTERPRISE

Most corporations have multiple offices across the globe. Matrix PRASAR UCS can be configured as the main server and various IP endpoints can be extended from it to connect numerous locations.

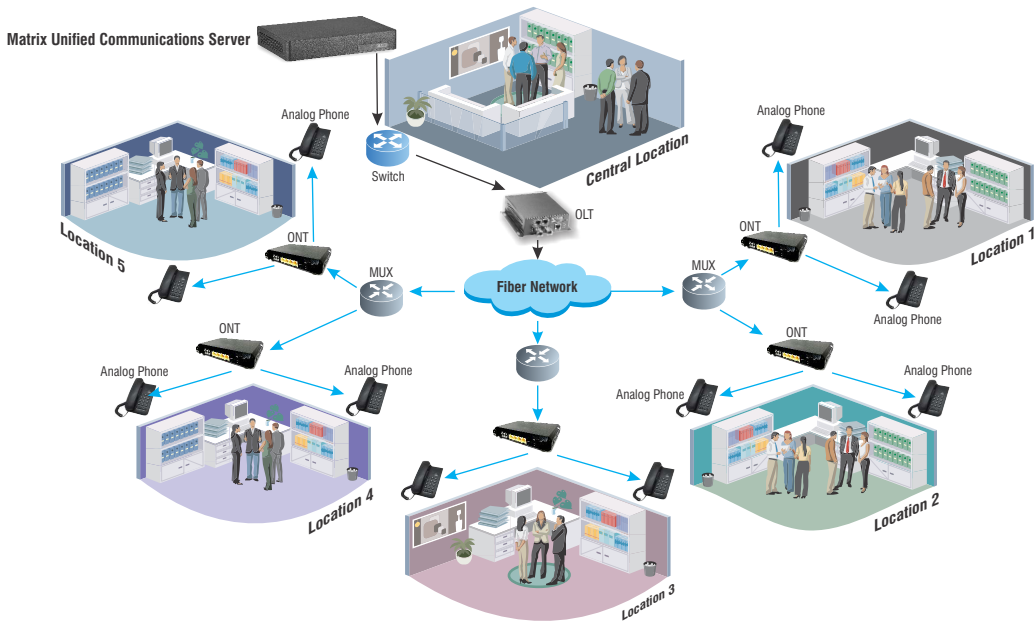
The entire network communicates through the internet, giving flexibility to multi-located offices.



PRASAR UCS - IP INTERCOM

Single location enterprises usually procure bundled voice and data services which have recurring cost. The introduction of fiber cables has reduced the requirement of laying separate cables for communication and internet connectivity due to their excellent performance in long distance applications. PRASAR UCS simplifies

communication networks by connecting with the fiber cable network of enterprises or residential projects to deliver Voice over IP. PRASAR UCS being a pure IP enabled and scalable solution, is a cost-effective choice over procuring bundled services.



PRAMAN CMS100

PRAMAN Centralized Management Server is a Windows based software application for centralized management of all the telecom devices, located across several offices. It increases the operational efficiency of the organization with its enhanced Device Monitoring and Fault Management functions. The Centralized Management

Server enhances enterprise communications, ensures uninterrupted connectivity, and streamlines enterprise communication management. Improve staff productivity and pave the way for your business towards success with Matrix PRAMAN Centralized Management Server.

KEY FEATURES OF PRAMAN CMS100



24x7 Performance Monitoring



Centralized Reports



Network Topology View



Alarms and Alerts



Customized User Roles



Custom Dashboards



Automatic Device Discovery

BENEFITS OF PRAMAN CMS100

1. Minimum Downtime

Ensures Optimum Performance of all SIP supported Matrix Telecom Network Elements with Device Connectivity Status and Alarm Status

2. Reduced Complexity of Managing the Network

Real-time Alarms and Alerts through Email or Visual Notification to Reduce the Complexity of Managing The Network

3. Enhanced Productivity

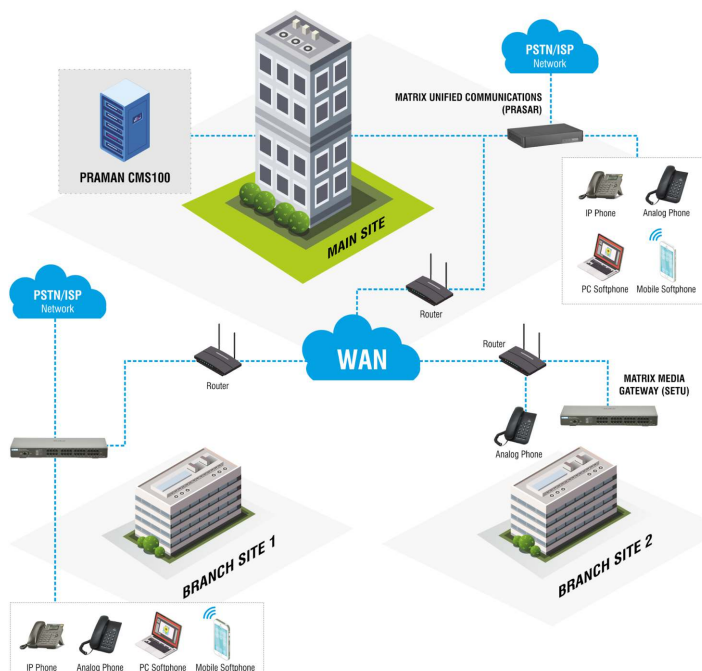
Automatically Discovers Devices Being Added in the Network; Speed-up the Set-up Process

4. No-Delay Fault Resolution

Predefined/Customized Report Generation for Detailed Insights

APPLICATION SCENARIOS

Complex communication network set-up in larger enterprises often becomes difficult to manage for IT administrators. Multi-site infrastructure encounters huge setbacks if there is asymmetrical communication monitoring/maintenance system. Not only this, in the event of failure of a communication system, operational efficiency of the user is hampered which leads to potential reduction in staff productivity, high employee turnover, and other issues that can bring down the company's public image. PRAMAN enables a centralized management of the Network and hence, minimises the downtime.



COMMUNICATION ENDPOINTS

User Terminals are the access points of communication where users meet the technology for their required applications. Matrix provides a diversified range of business phones/applications that include in-office, remote, mobile and desktop computer users. With a perfect blend of style and substance - Matrix User Terminals offer faster communication, superior aesthetics and intuitive user interface.



Matrix VARTA – The UC CLIENT for SEAMLESS COLLABORATION

Matrix VARTA is a UC Client series redefining communication experience with its variety of collaboration features and intuitive user interface. Powered by Matrix PRASAR UCS, VARTA empowers users to switch the extension to their desktop computer, Android and iOS mobile devices. With a perfect blend of Mobility and Collaboration, Matrix VARTA is a real-time communication solution which elevates communication effectiveness and business productivity to the next level. It comes loaded with three sets of features - Essential, Professional and Collaboration.

• VARTA ADR100

UC Client Application for Android Smartphones

• VARTA AMP100

UC Client Application for iOS Smartphones

• VARTA WIN200

UC Client Application for Windows PC



IP DESKPHONES

SPARSH VP series of IP endpoints meet the challenges of today's business for efficient call management and ease of use. Ergonomically designed and feature packed SPARSH VP Phones increase staff productivity and enhance business communication with High Definition Voice and Video, Touch Screen Interface, Adjustable LCD, Busy Lamp Field and Direct Station Selection Keys. The SPARSH VP series is available in following variants - VP710, VP330E, VP510E, VP310E and VP110.



SPARSH VP710 - Enterprise Video Collaboration

- 7 Inch (1024 x 600) Capacitive Adjustable Touch Screen
- 16 SIP Accounts
- 720p @30 Fps HD video
- 2 Megapixel HD Camera with Privacy Shutter
- Bluetooth 4.0+ EDR for Headsets and Pairing Mobile Devices
- Built-in Wi-Fi (802.11b/g/n)
- USB 2.0 Port for USB Headset, Media and Storage Applications



SPARSH VP510E - Premium IP Phone

- 240*64 Pixels Graphical LCD with Backlit
- 16 DSS/BLF Keys
- 4 Context Sensitive Keys
- *32 Keys Expansion Module (DSS532)
- Power over Ethernet (POE)
- Proprietary IP Phone



SPARSH VP330E - *The Touch Screen IP Phone*

- 4.3" Color Touch Screen Display
- 12 DSS/BLF Keys
- On-screen BLF Monitoring (18 Contacts)
- 6 Fixed Function Keys
- Presence Indication
- Power over Ethernet (POE)
- Proprietary IP Phone



SPARSH VP310E - *Executive IP Phone*

- 2 Line LCD with Backlit
- 12 DSS/BLF Keys
- 9 Fixed Function Keys
- Power over Ethernet Option
- Proprietary IP Phone



SPARSH VP110 - *Business IP Phone*

- 132*64 Pixel Graphical Display
- Context Sensitive and Fixed Function Keys
- Power over Ethernet
- Open SIP Phone

IP OPERATOR CONSOLE

DSS532 - The operator console for business communications, acts as a dashboard for operator, assisting in managing heavy traffic of incoming calls. DSS532 offers 32 programmable keys showing line's status for Idle, Ringing or Busy with multi-colored illuminations.



DSS532



SPARSH VP510E WITH DSS532

- Flexible Usage
- Max 4 such DSS532 per Operator
- No Need of IP User License
- 32 Programmable Keys



ORDERING INFORMATION

PRODUCT	DESCRIPTION
PRASAR UCS	
PRASAR UCS SME	<p>License for Unified Communication Server SPARK200 for SME (up to 250 users). Preloaded with NX DBM VOCODER64 Module and following Software Licenses:</p> <ul style="list-style-type: none"> • Licenses for 100 IP Subscriber • 8 Vocoder Channels i.e. Common for Transcoding calls, Auto-attendant/Voice Mail/Call Recording/Call Taping Functionality and Conference • Licenses for 4 Concurrent Auto-Attendant/Voice Mail/Call Recording/Call Taping Functionality • Licenses for 8 Conference Participants (3x2 or 1x8). • Licenses for 5 VARTA ESSENTIAL <p>Licenses for One Year Upgrade from the Date of PRASAR UCS SME Activation Max. IP Users to Scale: 250</p>
PRASAR UCS ENT	<p>License for Unified Communication Server SPARK200 for ENT (up to 2100 users). Preloaded with NX DBM VOCODER64 Module and following Software Licenses:</p> <ul style="list-style-type: none"> • Licenses for 200 IP Subscriber • 8 Vocoder Channels i.e. Common for Transcoding calls, Auto-attendant/Voice Mail/Call Recording/Call Taping Functionality and Conference • Licenses for 4 Concurrent Auto-Attendant/Voice Mail/Call Recording/Call Taping Functionality • Licenses for 8 Conference Participants (3x2 or 1x8). • Licenses for 10 VARTA ESSENTIAL <p>Licenses for One Year Upgrade from the Date of PRASAR UCS SME Activation Max. IP Users to Scale: 2100</p>
PRASAR UCS SCALE SME TO ENT	<p>License to Scale Software Platform from PRASAR UCS SME to PRASAR UCS ENT</p> <ul style="list-style-type: none"> • Licenses for 100 IP Subscriber • Licenses for 5 VARTA ESSENTIAL
IPSUB5 IPSUB10 IPSUB50 IPSUB100 IPSUB500	<p>License of IP Subscribers for PRASAR UCS to create 5/10/50/100/500 VOIP subscribers.</p>
PRASAR VARTA USER5E PRASAR VARTA USER10E PRASAR VARTA USER50E PRASAR VARTA USER100E PRASAR VARTA USER500E	<p>License for 5/10/50/100/500 VARTA UCS SOFT CLIENTS with ESSENTIAL features. PRASAR UCS needs this license to register ANDROID/IOS/WINDOWS desktop UCS clients. This license is not required for HARDWARE IP-PHONES. *USER500E is required for only PRASAR UCS.</p>
PRASAR VARTA USER5P PRASAR VARTA USER10P PRASAR VARTA USER50P PRASAR VARTA USER100P PRASAR VARTA USER500P	<p>License for 5/10/50/100/500 VARTA UCS SOFT CLIENTS with PROFESSIONAL features. PRASAR UCS needs this license to register ANDROID/IOS/WINDOWS desktop UCS clients. This license is not required for HARDWARE IP-PHONES. *USER500P is required for only PRASAR UCS.</p>
PRASAR VARTA USER5C PRASAR VARTA USER10C PRASAR VARTA USER50C PRASAR VARTA USER100C PRASAR VARTA USER500C	<p>License for 5/10/50/100/500 VARTA UCS SOFT CLIENTS with COLLABORATION features. PRASAR UCS needs this license to register ANDROID/IOS/WINDOWS desktop UCS clients. This license is not required for HARDWARE IP-PHONES. *USER500C is required for only PRASAR UCS.</p>
VMS CHNL4	<p>License VoiceMail channels for PRASAR UCS to support 4 simultaneous voice mail sessions. (Vocoder Channel is required & license is common for SME and ENT)</p>

VMS CHNL16	License VoiceMail channels for PRASAR UCS to support 16 simultaneous voice mail sessions. (Vocoder Channel is required & license is common for SME and ENT)
VOCODER CNL4	License for 4 VOCODER channels for PRASAR UCS. Vocoder channels are a common resource pool for Transcoding calls, Voice Mail, Call Recording, Call Tapping and Conference.
VOCODER CNL16	License for 16 VOCODER channels for PRASAR UCS. Vocoder channel are common resource pool for Transcoding calls, Voice Mail, Call Recording, Call Tapping and Conference
CONF8	License for 8 parties Conference participants for PRASAR UCS, this can be 1 CONF with 8 participants or 2 CONF with 3 participants and so on. (VOCODER CHNL is required & license is common for SME and ENT)
PRASAR AUP (Annual Upgrade Package)	This license is for software support. All systems will come with a built-in 1 year software support license. During the support period, all the releases/ upgrades/ patches released for the product shall be available to the customer free of cost.
PRASAR REDUNDANCY SME & ENT	License to enable functionality for PRASAR UCS SME & ENT. Additional(redundant) SPARK 200 hardware is required for the redundancy function to work. No license is required to be activated on the redundant hardware for Redundancy functionality.
ANANT UCS	
ANANT UCS PLATFORM	License for Unified Communication Server for Open Server Platform. Up to 5000 SIP users, 99 SIP Trunks Single Conference of 64 party, 512 Three-party Conference Support for RAID 1 and RAID 5 Preloaded with Following: IP Users: 10 VARTA C Users: 5 Conference Participants: 8 VMS Channels: 4 Redundancy Users: 10 AUP (Users): 10
ANANT CONF16 ANANT CONF32	License for 16 & 32 parties Conference participants for ANANT UCS, this can be 1 CONF with 16 or 32 participants or 2 CONF with 3 participants and so on. (VOCODER CHNL is required & license is common for SME and ENT)
ANANT REDUNDANCY USER10 ANANT REDUNDANCY USER 50 ANANT REDUNDANCY USER100 ANANT REDUNDANCY USER500	License to enable redundancy functionality for ANANT UCS.
ANANT AUP USER10 ANANT AUP USER50 ANANT AUP USER100 ANANT AUP USER500	This license is for software support. All systems will come with a built-in 1 year software support license. During the support period, all the releases/ upgrades/ patches released for the product shall be available to the customer free of cost.
VMS CHNL4	License VoiceMail channels for ANANT UCS to support 4 simultaneous voice mail sessions. (Vocoder Channel is required & license is common for SME and ENT)
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CONF8	License for 8 parties Conference participants for ANANT UCS, this can be 1 CONF with 8 participants or 2 CONF with 3 participants and so on. (VOCODER CHNL is required & license is common for SME and ENT)
IPSUB5 IPSUB10 IPSUB50 IPSUB100 IPSUB500	License of IP Subscribers for ANANT UCS to create 5/10/50/100/500 VOIP subscribers
PRAMAN CMS100	<p>Software Application for Centralised Management</p> <ul style="list-style-type: none"> • Manage SIP Devices Installed at Diverse Locations • Alarms, Alerts, Analytics and Centralised Reports • 24x7 Monitoring, Alarms & Alerts, Automatic Device Discovery, Centralized Reports, Network Topology View, Customized User Roles. • Installation: On any Windows PC or Server • Supported OS: Windows 7 Onwards and Windows Server 2012 Onwards • No. of Devices Supported: Up • No. of Users Supported: Up
PRAMAN AUP	<p>Annual Upgradation Package (AUP) for PRAMAN CMS100</p> <ul style="list-style-type: none"> • Software Upgradation License for 12 Months • Get New Features, Software Upgrades and Firmwares before the License Validity • New AUP Validity Date will be 12 Months from the Current License Validity Date <p>Note: 1st year AUP license will come by default with the system, which will start from the day of installation.</p>
MATRIX LICENSE DONGLE	<p>License Dongle for Matrix Software Products</p> <ul style="list-style-type: none"> • Demo Period for PARISAT Application is 60 Days • Demo Period for PRAMAN Application is up to 1000 events • 'After the Demo Period is Expired, Application License can be Activated on the Same Dongle • 'Dongle must be Plugged in the System for Using PARISAT, PRAMAN or ANANT • 'Dongles from Serial No.10003446 will have Demo License Key of PARISAT, PRAMAN and ANANT

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 System, Network Video Recorder 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 2,500 channel partners, Matrix ensures that the products serve the needs of its customers faster and longer. Matrix has gained trust and admiration of customers representing the entire spectrum of industries. Matrix has won many international awards for its innovative products.



For further information, please contact:



MATRIX COMSEC

Head Office

394-GIDC, Makarpura, Vadodara-390 010, India.
Ph: +91 265 26137222, Fax: +91 265 6137223
E-mail: Inquiry@MatrixComSec.com

Manufacturing

19-GIDC, Waghodia, Dist. Vadodara-391 760, India.

www.MatrixTeleSol.com

Call: (+91) 1800-258-7747