

## BHUMIKA CASE STUDY

### IP Centrex Solution

#### **Business Opportunity:**

Company XYZ is an established ISP provider that serves primarily small and medium size businesses. Company's management has recently engaged the services of outside consultants to review XYZ's business strategy and find alternative ways to increase revenues. After conducting detailed SWOT analysis, the consultants advised the management that XYZ could leverage its relationships with existing clients and cross-sell them IP Centrex services. To implement IP Centrex service model, the management is advised to purchase and install a carrier grade IP PBX system.

IP PBX is a traditional PBX system enhanced with VoIP technology that can interface both PSTN and VoIP networks. IP PBX offer all traditional PBX features, like call on hold, 3 way calling, caller ID, etc. as well as next generation services like voicemail-to-email, fax-to-email, voicemail notifications etc. IP PBX can be directly deployed in a hosted (ASP) business model, where the service provider owns and operates the system and offers IP Centrex services to customers. Compared to traditional Centrex, IP Centrex offers more value added features and allows direct call routing to VoIP networks that reduces the calling costs.

The management of XYZ likes the IP Centrex idea, as the business model is very scalable while requiring low to moderate equipment investment. Before starting the business, the management conducts research of alternative IP PBX solutions. The conclusions of that research are that a good IP PBX system should be easy to deploy and manage, should have proven interoperability with broad range of VoIP equipment and should be scalable to accommodate future business growth. A good IP PBX solution should also support multiple billing models, offer real-time reporting and monitoring capabilities, and be transparent to existing Firewalls/NATs.

#### **Business Solution**

IP Centrex solutions rely on VoIP technology and their implementation could present significant challenges, especially to businesses without prior VoIP experience. As the technology is relatively new, users in general are not familiar with its lingo and system configuration is often the most difficult and time-consuming part of any VoIP implementation. Additionally, equipment incompatibility issues often present serious problems and could lead to additional deployment delays and lost revenues. Service providers can easily address those implementation issues by purchasing a turnkey solution from reputable VoIP equipment manufacturer.

SysMaster, the global leader in turnkey VoIP equipment solutions, can offer XYZ an affordable, reliable and highly scalable IP Centrex solution that meets company specific needs. SysMaster's solution supports all traditional PBX functionality as well as next generation features like voicemail-to-email, fax-to-email, etc. The solution comes with integrated billing server that supports multiple billing models and flexible rating plans. The solution can typically be deployed in less than a week and is extremely easy to operate even by users with limited VoIP knowledge.

#### **Solution Requirements and Architecture**

A typical SysMaster Hosted VoIP PBX solution has the following requirements:

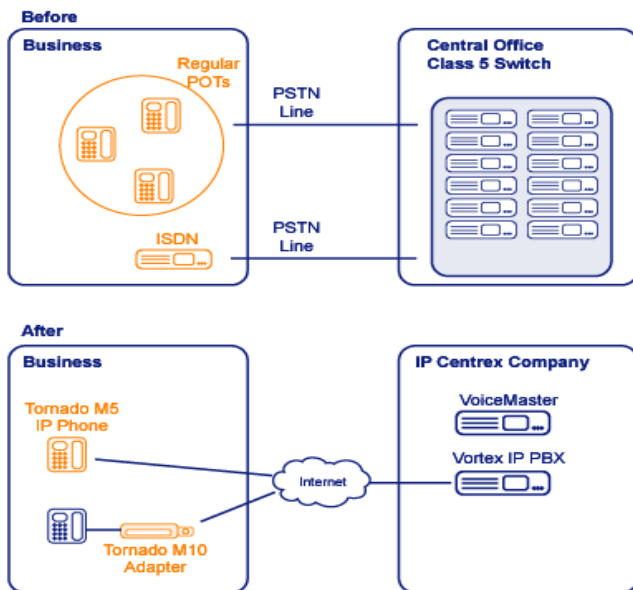
1. VoiceMaster Billing Server

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2. SysMaster IP PBX Server
3. Tornado IP Phones or Regular Phones with Tornado CPE Adapters
4. Optional Modules for the IP PBX and VoiceMaster Servers
5. Remote Installation and Technical Support
6. High Speed Internet Access
7. Contracts with VoIP Carriers for Call Termination

Bhumika International Inc. in partnership with SysMaster Corporation can provide items 1 through 5 while the service provider is responsible for items 6 and 7. Figure 1 below shows the SysMaster Internet Cafés / CallShop solution architecture.

### IP Centrex Solution



### How does this solution work?

1. Customer picks up his IP phone (or regular phone connected to a CPE adapter) and dials a destination number
2. The IP phone (CPE) connects to the hosted IP PBX
3. The IP PBX sends authorization request to the billing server
4. The billing server verifies customer balances and authorizes the call
5. The IP PBX server routes the call to the pre-configured provider of call termination services
6. Customer conducts a telephone conversation
7. During conversation, the customer can use both traditional as well as next generation PBX functionality
8. Upon call completion the billing server contains CDR record of the call and bills customer accordingly

### Features:

- SIP / H.323 / MGCP / ISDN / SS7 / CAS / R2 Support
- Call Forward, Call Return, Call Waiting, Call Hold and Caller ID
- Distinctive Ring
- Last Call Redial
- Call Screening
- Hunt Groups
- Voicemail-to-email and Fax-to-email
- User Friendly GUI Interface
- Do-not-disturb (DND)
- N-way conferencing

To get more information about this solution or to obtain associated Data Sheets, Technical Specifications and a Quotation, Please contact Bhumika International Inc. at [info@bhumika.ca](mailto:info@bhumika.ca) or at +1 416 930-2931