



# The Next Generation IP-PBX for Small Businesses

EXPECT MORE.





# ETERNITY NE

The Next Generation IP-PBX for Small Businesses



# Presentation Outlook



- Target Customers
- Key Differentiators
- Connectivity
- Key Benefits
- Segment Specific: needs – solution – components
- Solution Overview
- Product Details
- Key Features



# Target Customers



Small offices/Home offices

- Small offices up to 20 staff capacity
- People with small business team having office at home



Law  
firms/Consultants/Architects

- Offices of consultants/ lawyers having clients in different regions
- Architects always have to stay connected to their sites



Branch offices

- Branch offices in any remote location need to be in line and connected with head office
- Multiple branch connectivity



# Key Differentiators



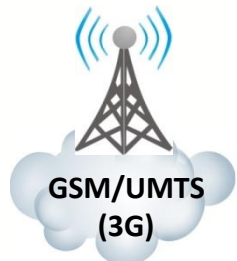
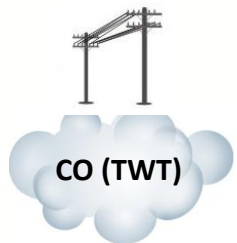
- Analog, GSM/3G and IP converged platform
- VoIP calling over UMTS (3G)
- Off-site mobility with mobile and IP extensions
- Integrated auto-attendant and voice mail
- Built-in gateway functionality for cost effective call routing
- Call Center Solutions
- Email to SMS



# Connectivity



## Trunk side



ETERNITY NE

## Extension side

Analog Phones

SLT 1



SLT 16



Digital Key Phones

DKP 1



DKP 2



IP Extensions

Local Area Network



IP Phone



IP-DECT



Softphone



Wi-Fi Router



Android/  
iOS  
Mobile  
Client



# Key Benefits



- Maintain traditional networks along-with new-age networks
- Enterprise grade cost effective features that improves professional image and provides anywhere connectivity for employees:

- ✓ Unified messaging
- ✓ Multi-site networking
- ✓ Mobile extensions
- ✓ CTI

- ✓ IP telephony
- ✓ SIP trunking
- ✓ Voice mail
- ✓ SMS applications

- Compact footprint: saves mounting space utilization
- Easy to manage: web-based remote management



# Small office needs and Matrix solution



Cost effective Communication system	Office connectivity for teleworkers/ home workers	No lost opportunities	Mobility
<ul style="list-style-type: none"><li>▪ Built-in call routing gateway functionality</li><li>▪ It route calls via cost effective network</li></ul>	<ul style="list-style-type: none"><li>▪ Extended office for employees working from home or remote site</li><li>▪ Access to IP-PBX features from user location</li><li>▪ Anywhere access to voice mail via email notification</li></ul>	<ul style="list-style-type: none"><li>▪ Forward Calls on Mobile Phone</li><li>▪ Forward voice mail on email in non-availability in office</li></ul>	<ul style="list-style-type: none"><li>▪ On-premise and off-premise mobility</li><li>▪ Mobility client for Android/iOS based smartphones</li><li>▪ SIP based VoIP- Ready for new-age technologies and devices</li></ul>



# Branch office needs and Matrix solution



Communication with offices at different locations	Mobility to staff	Reduce telephony cost	Ease of management
<ul style="list-style-type: none"><li>▪ Different network interfaces like PSTN, GSM and VoIP to place local, mobile or long distance calls</li><li>▪ Gives 24x7 connectivity to regional offices</li></ul>	<ul style="list-style-type: none"><li>▪ On-premise, off-premise mobility with Android/iOS based smartphones, PC Softphones, PDAs and standard mobile phones as office extensions</li><li>▪ Single number identity to make and receive calls to/from desk phone and mobile phones</li></ul>	<ul style="list-style-type: none"><li>▪ Built-in gateway functionality</li><li>▪ Communicate with field employees at zero call cost with CUG over GSM/UMTS(3G)</li><li>▪ Control the use of trunk resources and extensions by setting call budgets</li></ul>	<ul style="list-style-type: none"><li>▪ Streamlines administrative processes with advance call management features</li><li>▪ Its easy and simple to manage system using web-GUI without downloading special application</li></ul>



# Solution Components



## Office/Staff Home Workers

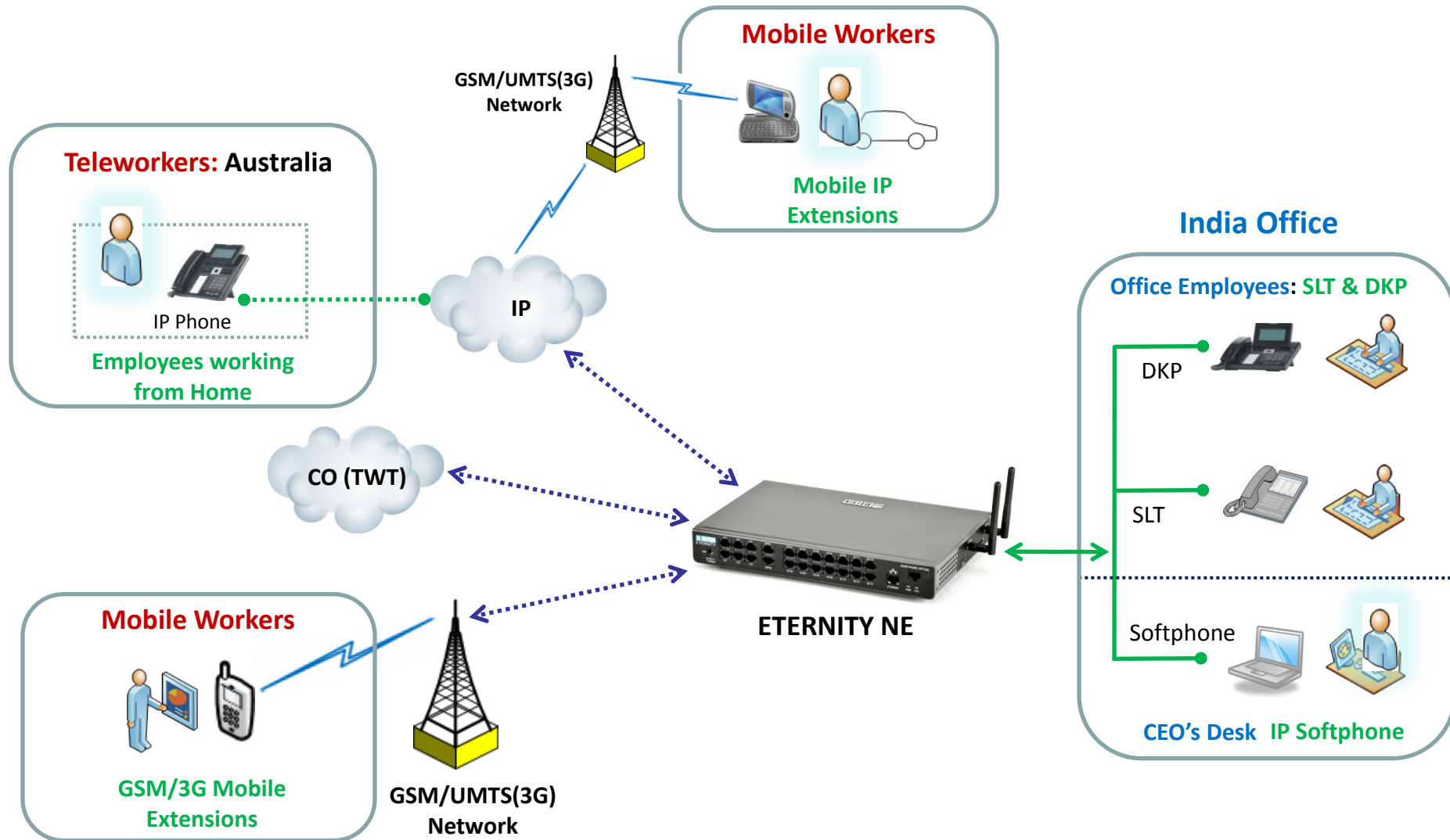
- Analog phone for basic users
- Digital phone with DSS console for operator
- IP key phones for power users
- Mobile extensions over Wi-Fi and GSM
- Multi-site networking over VoIP

## Field Workers

- PC/Laptop softphone for frequent commuters
- Android/iOS based smartphones as mobile extensions makes remote staff as part of office
- Voice mail as an email notification



# Solution Overview





# Trunk Interface



Up to 8 SIP trunk

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Up to 2 GSM SIM

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Up to 6 CO/TWT



# Subscriber options



IP phone



Digital phone



Android/iOS  
Mobile Softphone



Digital operator  
console



Analog phone



IP-DECT



# Product variants



## **ETERNITY NE312**

- > 3 CO (TWT) Lines
- > 12 Single Line Telephones
- > Up to 16 IP Extensions



## **ETERNITY NE416**

- > 4 CO (TWT) Lines
- > 16 Single Line Telephones
- > Up to 16 IP Extensions



## **ETERNITY NE4**

- > 4 CO (TWT) Lines
- > 2 Digital Phones
- > 10 Single Line Telephones
- > Up to 16 IP Extensions



## **ETERNITY NE6**

- > 6 CO (TWT) Lines
- > 2 Digital Phones
- > 14 Single Line Telephones
- > Up to 16 IP Extensions



# Hardware Capacity



ETERNITY NE	NE312	NE416	NE4	NE6
CO Ports	3	4	4	6
Single Line Telephones	12	16	10	14
Digital Key Phones	-	-	2	2
VoIP Trunks*	8	8	8	8
IP Extensions*	16	16	16	16
GSM/UMTS(3G) Trunks*	2	2	2	2
Simultaneous VoIP Calls	8	8	8	8
Door Phone with Relay*	1	1	1	1
Voice Mail System*	4 Channels 37 Mail Boxes	4 Channels 37 Mail Boxes	4 Channels 37 Mail Boxes	4 Channels 37 Mail Boxes
Voice Messages	16 Modules of 14 seconds each For Auto-Attendant, Voice Tones, Voice Help			
Ethernet Port	1	1	1	1
Power Supply	External Adaptor 24VDC@2A			

\* Optional and Field Pluggable Module



# Key Features



IP-PBX	Universal connectivity	Convenience	Built-in functions	Productivity
<ul style="list-style-type: none"><li>▪ Dynamic DNS (DDNS)</li><li>▪ SIP trunks and IP users</li><li>▪ NAT and STUN</li><li>▪ Call forking Mobile extension</li></ul>	<ul style="list-style-type: none"><li>▪ VoIP, GSM/3G, CO</li><li>▪ Analog, digital, IP and mobile users</li></ul>	<ul style="list-style-type: none"><li>▪ Alarms, Background music, Voice guidance for tones</li><li>▪ Return call to original caller</li><li>▪ DID/DDI</li><li>▪ Hot desking , Hotline</li><li>▪ Live call screening</li></ul>	<ul style="list-style-type: none"><li>▪ Auto-attendant</li><li>▪ Call detail records</li><li>▪ CLI (DTMF &amp; FSK)</li><li>▪ LCR</li><li>▪ Logical Partitioning</li><li>▪ Multi-party conference</li><li>▪ CTI</li></ul>	<ul style="list-style-type: none"><li>▪ Auto answer</li><li>▪ CLI based routing</li><li>▪ Conference dial-in</li><li>▪ Memory dialing</li><li>▪ Department call</li><li>▪ Multi-stage dialing</li></ul>



# Cont..

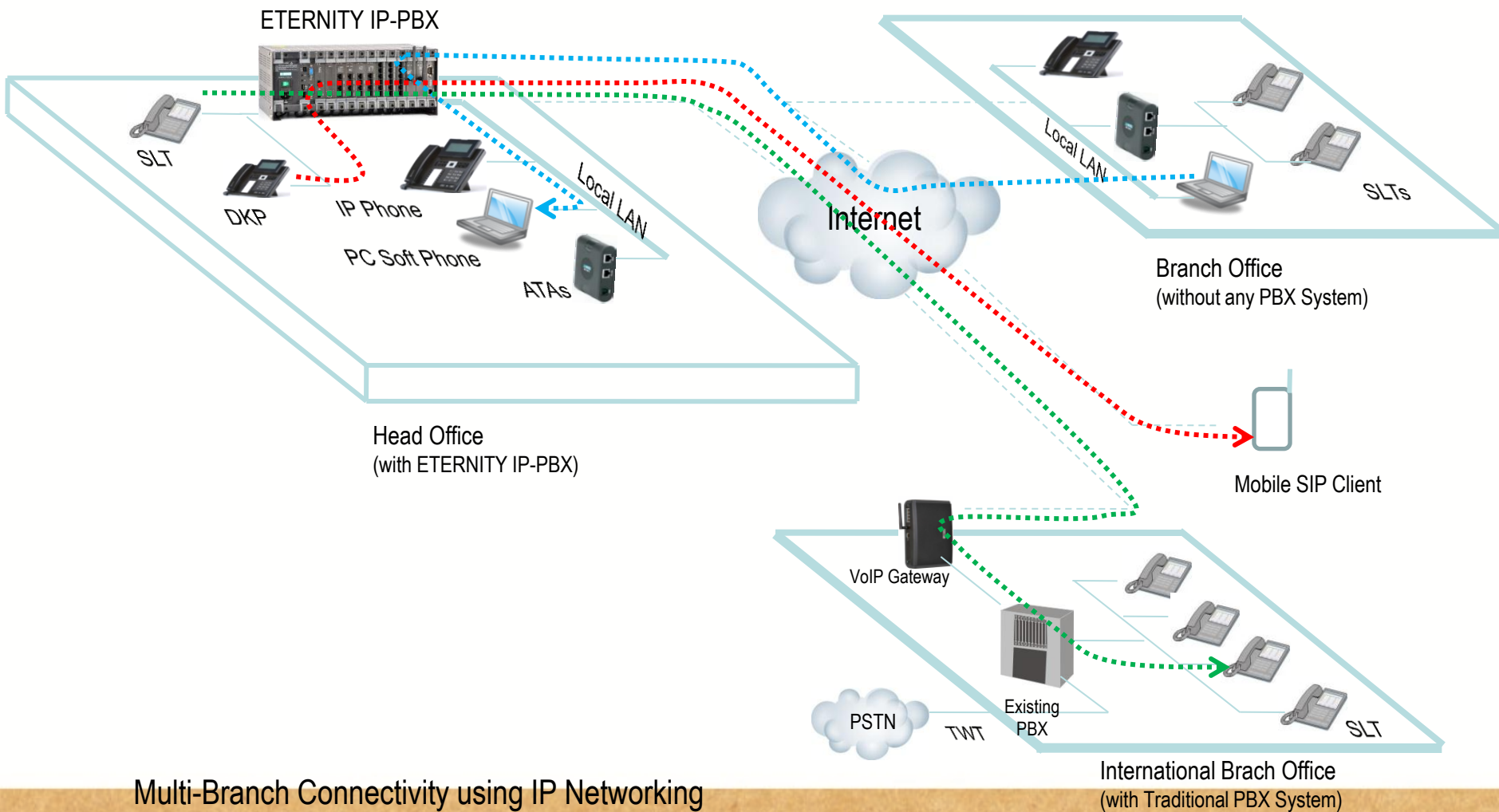


Security	Versatility	Integration	Monitoring	Cost reduction
<ul style="list-style-type: none"><li>▪ Emergency number and reporting</li><li>▪ Digital phone keypad lock</li><li>▪ User password</li></ul>	<ul style="list-style-type: none"><li>▪ IP-PBX</li><li>▪ PBX-KTS</li><li>▪ SMS gateway</li><li>▪ Email to SMS</li></ul>	<ul style="list-style-type: none"><li>▪ GSM/3G</li><li>▪ Voice mail system</li><li>▪ CTI</li></ul>	<ul style="list-style-type: none"><li>▪ Conversation recording</li><li>▪ Room monitoring</li></ul>	<ul style="list-style-type: none"><li>▪ Call budgeting on trunks and extensions</li><li>▪ Call duration control</li><li>▪ Toll control</li><li>▪ VoIP</li></ul>



# IP Telephony

## Multi-Site Connectivity

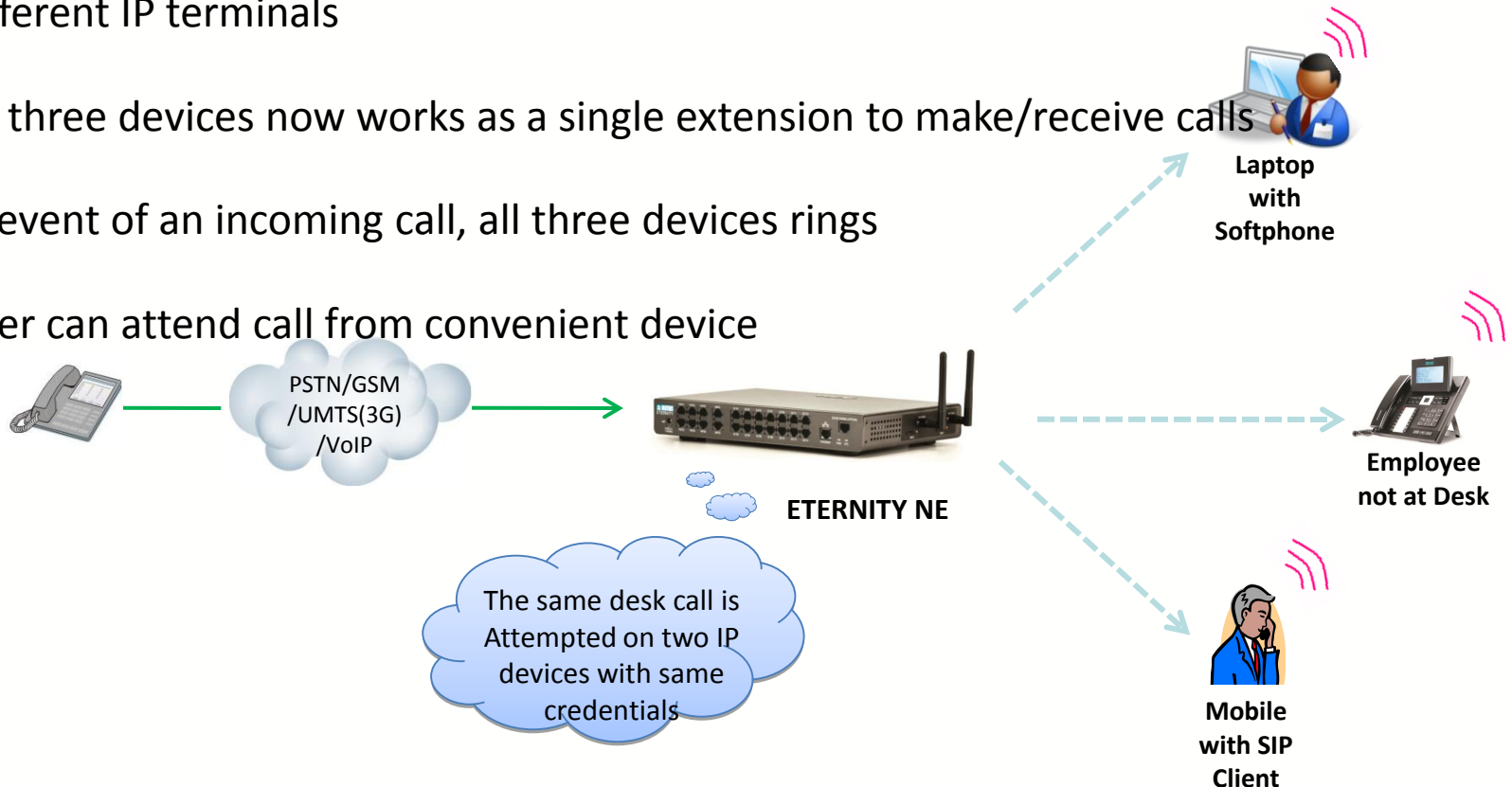




# IP Telephony

## Call Forking

- Same credentials such as User name and Authentication Password can be entered in three different IP terminals
- All three devices now works as a single extension to make/receive calls
- In event of an incoming call, all three devices rings
- User can attend call from convenient device





# IP Telephony



## Presence and IM

- Identify the Presence and Mode of Communication just before you Make a Call
- Status of Availability - Online, Offline
- User's Willingness to Participate - Busy, Available on Mobile, Out of office etc.
- Preferred Mode of Communication - Call, Text Messaging
- Reduce the Number of Failed Call Attempts
- Integrated Presence Server of NE maintains and distributes the Status of all IP users



# Mobility Features



## SPARSH M2S – Mobile Softphone



Comprehensive Call Management



One-Touch Access to PBX Features



Corporate Directory Integration



Video Calling



Presence Sharing and Instant Messaging



Voice Mail Access



Conversation Recording

Available On

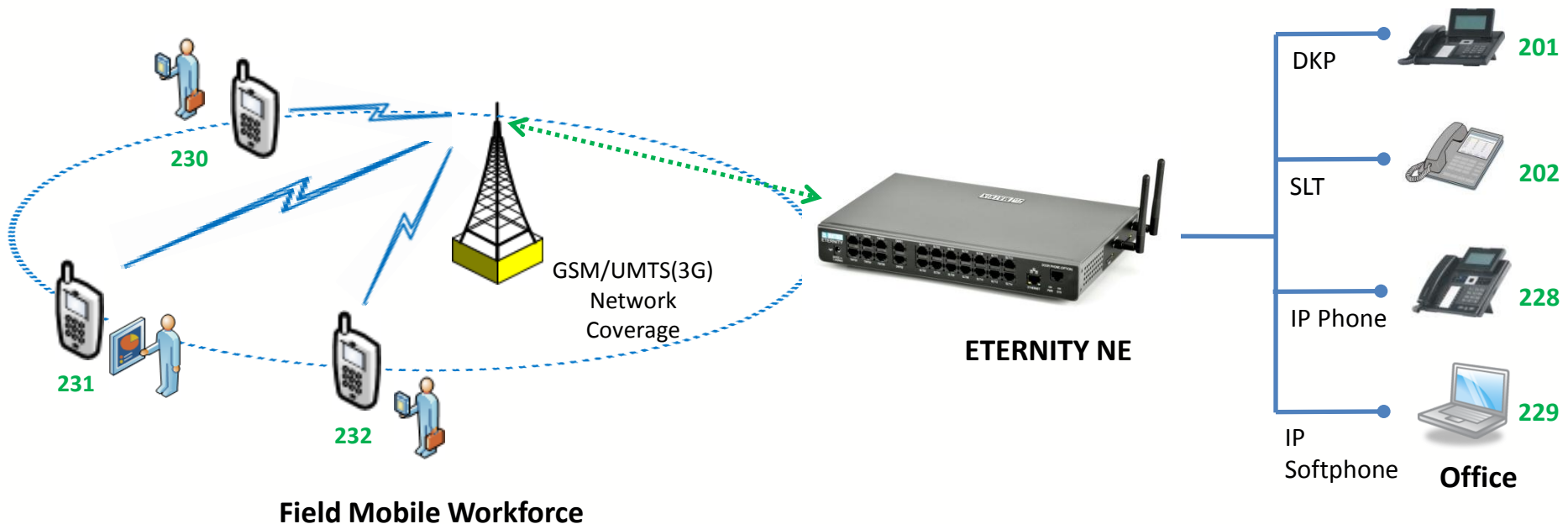




# Mobility Features

## DISA

- Field users can access telephony features from their mobile phones
- Access to PBX features such as making and receiving calls, transfer, forward, conference calls, access to voice mail, etc. while roaming

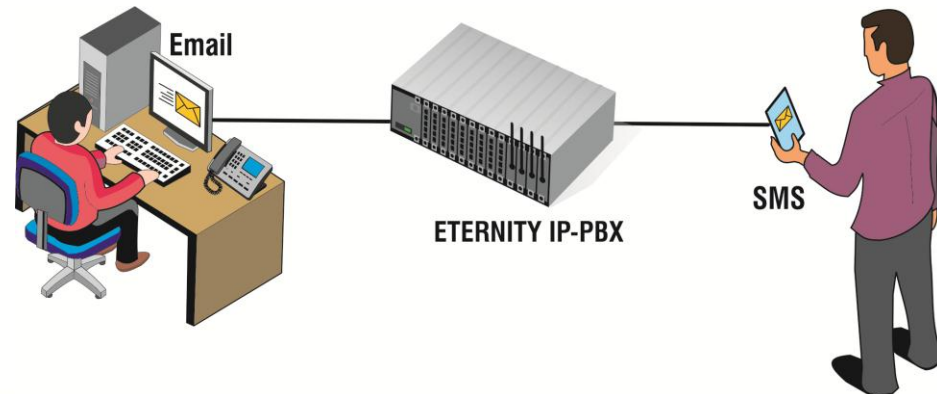




# Mobility Features

## Email to SMS

- It enables users to send SMS from their email client using GSM SIM in the Matrix IP-PBX. also supports Bulk SMS with flexibility of assigning it to selective users.
- Key Benefits
  - ✓ Saves cost as No third-party software required
  - ✓ Send Bulk Messages with up to 999 numbers
  - ✓ Compatible with majority of Email clients (Gmail, MS Outlook, Yahoo mail etc.)
  - ✓ Get report of Delivery status on Email

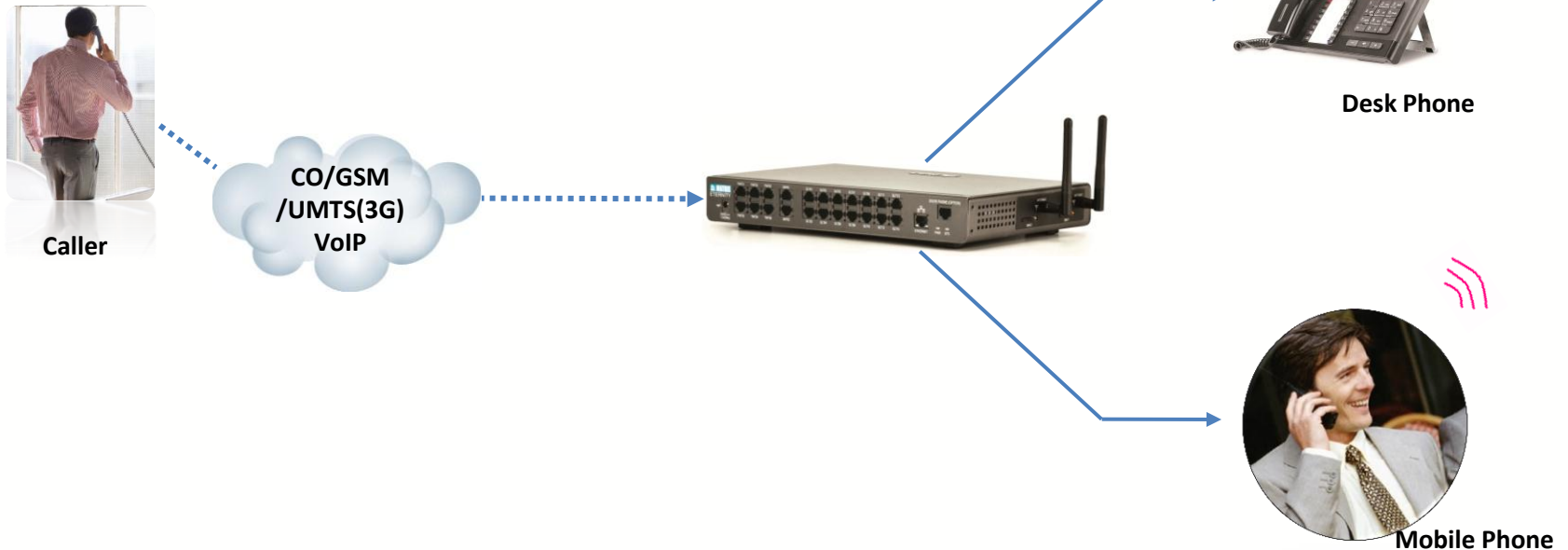




# Mobility Features

## Dual Ring

- Both desk phone and mobile rings simultaneously
- User can pick up the call from any of the two terminals
- Helps users to stay connected from anywhere

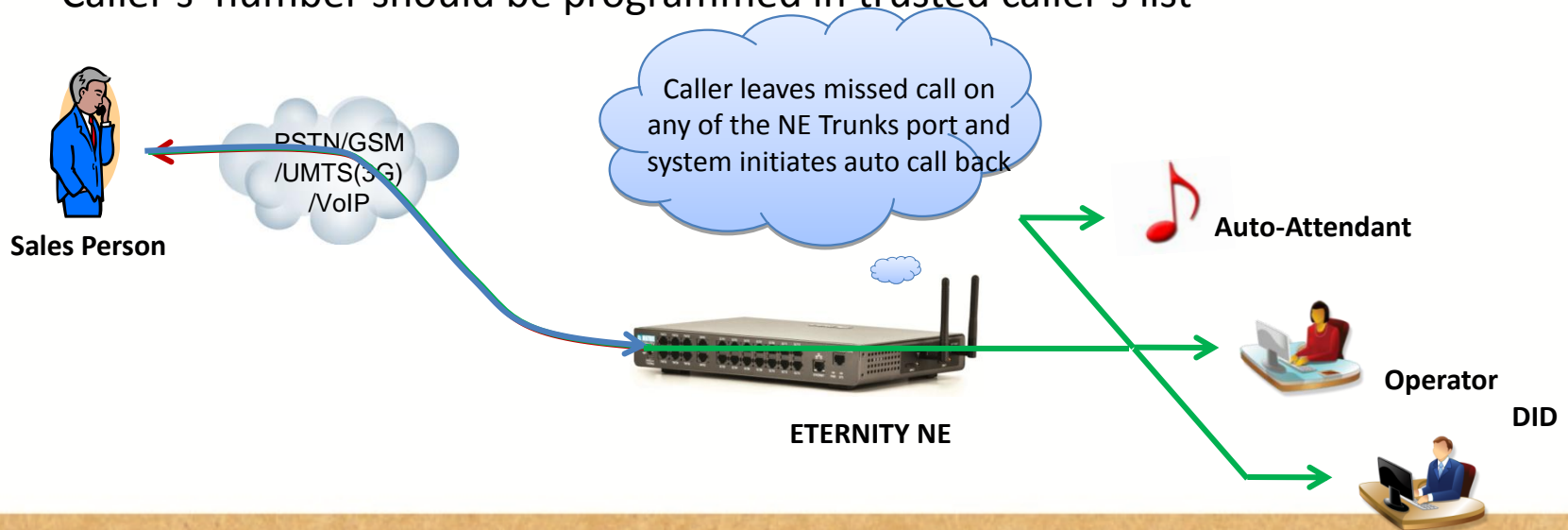




# Mobility Features

## Call back on mobile

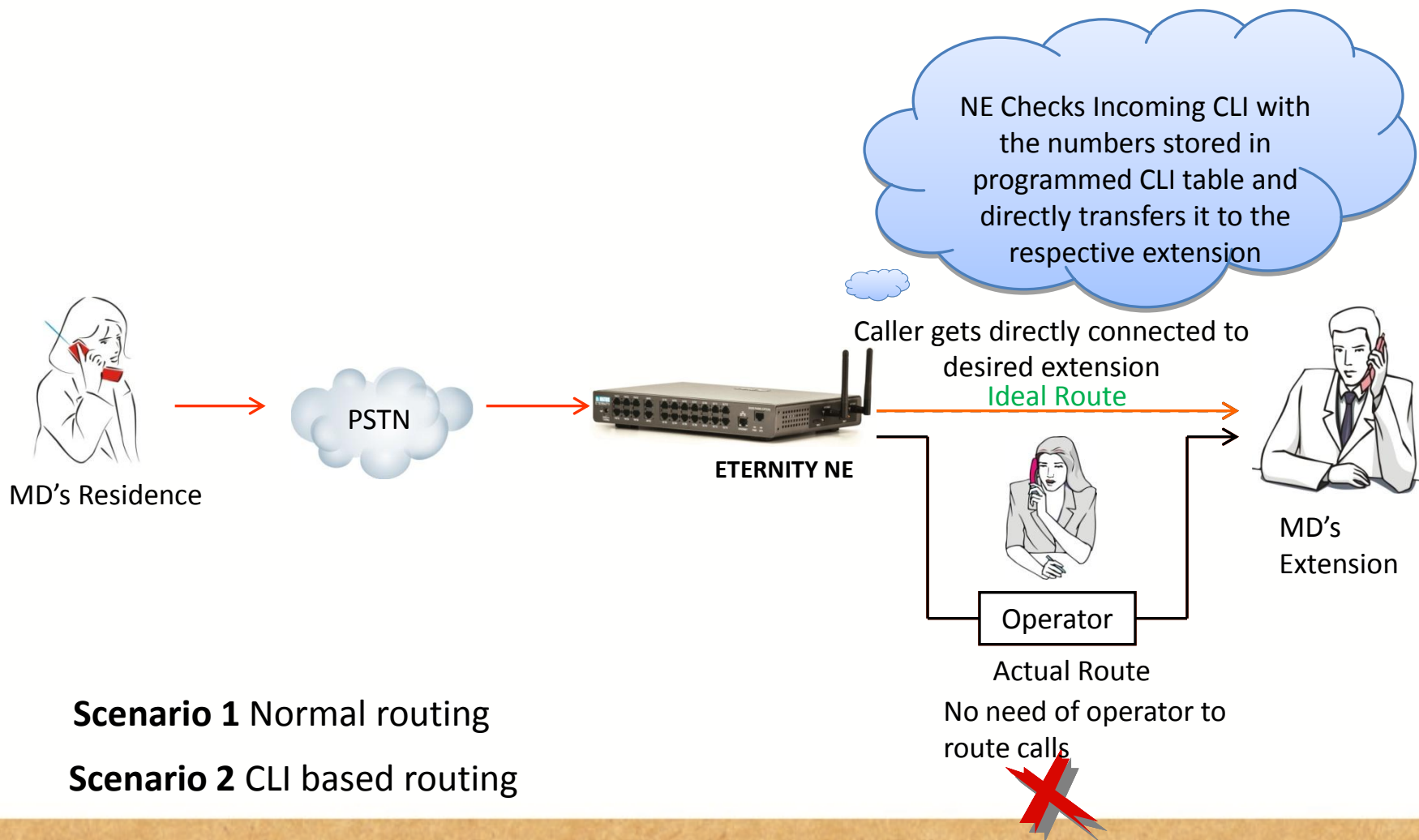
- When a caller places a missed call on any of the Trunk (CO, GSM/3G or VoIP), NE automatically gives a call back
- On receiving the call, user is provided with Options viz. DID, follow auto-attendant or call routed to the operator
- Caller's number should be programmed in trusted caller's list





# Intelligent Functions

## Caller-ID based Routing



**Scenario 1** Normal routing

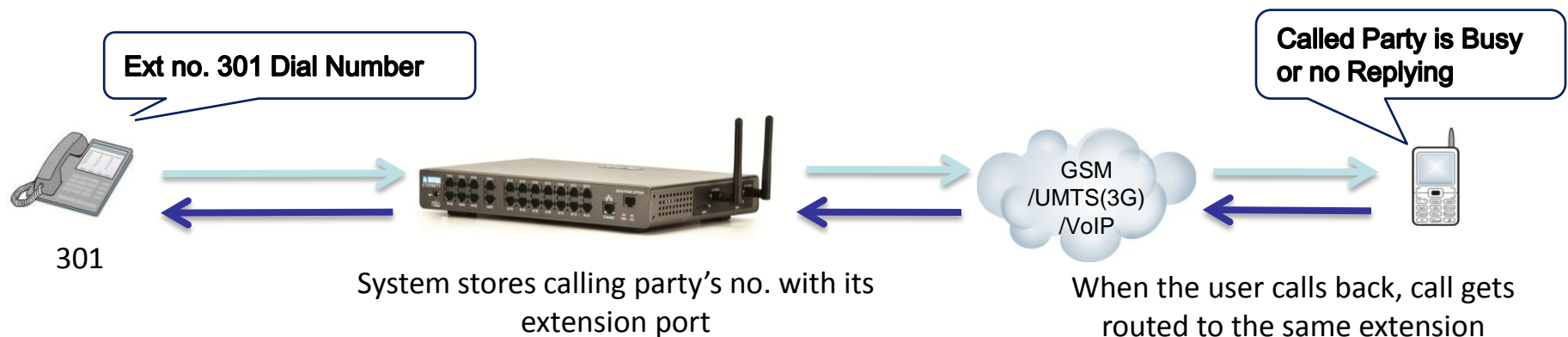
**Scenario 2** CLI based routing



# Intelligent Functions

## Return Call on Original Caller (RCOC)

- Boon for the big organization where group of trunks shared by number of users
- If the called person does not pick up the call in event of missed call or busy
- Called party can directly reach to the concern person
- Bypass operator and auto-attendant
- Saves time of the caller and reduces hassle for operator to ask who has called

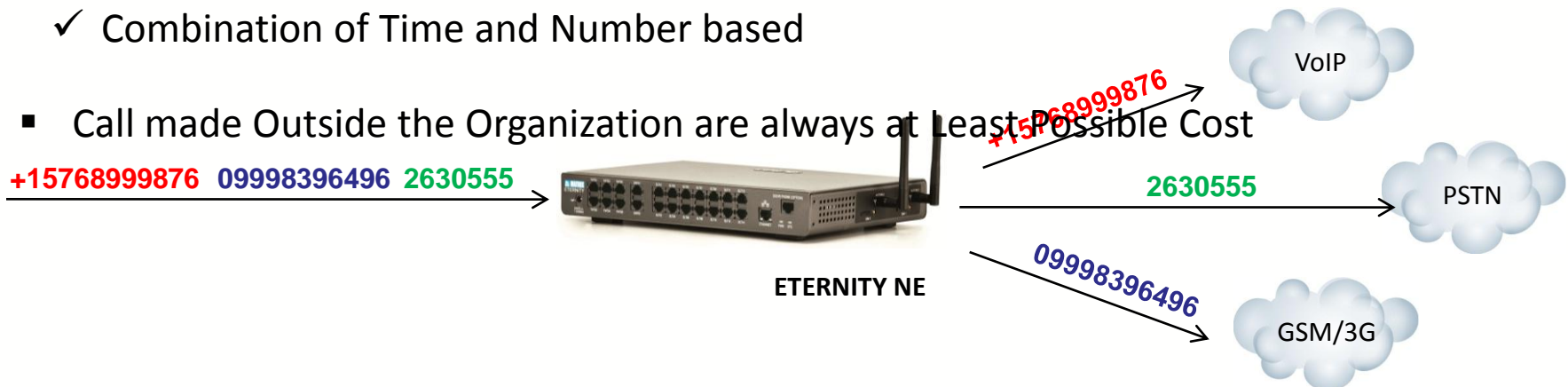




# Intelligent Functions

## Least Cost Routing

- Automatically Selects the Most Economical Route for Each Outgoing Trunk Call
- Comprehensive LCR
- 3 Types of LCR:
  - ✓ Time based
  - ✓ Number based
  - ✓ Combination of Time and Number based
- Call made Outside the Organization are always at Least Possible Cost



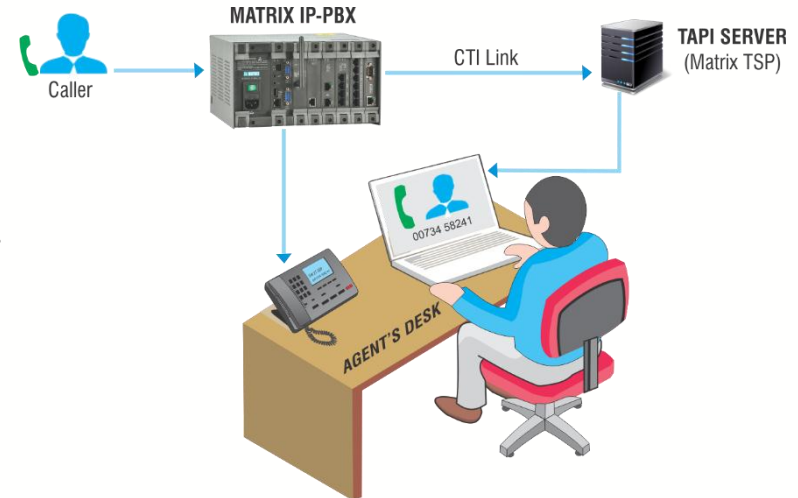


# Productivity Boosting Features



## Computer Telephony Integration (CTI)

- TAPI 2.2 Support
- Call Control Features - Dial, Transfer, Hold/Retrieve, Transfer, Conference
- Live Monitoring of Trunk and Extensions- Called Number, Extension Status, CLI of Received Calls
- Supports IVR, ACD, Dialers, Voice Logging with third party CTI Applications
- Database Integration - MS Outlook, CRM, ERP



Call Centers    Contact Centers    Customer focused organizations



# Productivity Boosting Features



## Key benefits of CTI

- Improve staff efficiency and customer satisfaction
- Set Monthly Call Budget for Individual Extension
- Exceeding the Budgeted Value, Extension is Barred from Calling Facility
- Get customer information prior call connection



# Summary



## Ordering Information

PRODUCT	DESCRIPTION
ETERNITY NE312	PBX with 3 CO and 12 Single Line Telephone Ports
ETERNITY NE416	PBX with 4 CO and 16 Single Line Telephone Ports
ETERNITY NE4	PBX with 4 CO, 2 Digital and 10 Single Line Telephone Ports
ETERNITY NE6	PBX with 6 CO, 2 Digital and 14 Single Line Telephone Ports

OPTIONAL MODULE	DESCRIPTION
ETERNITY NE VoIP SERVER	8 VoIP channels to connect 8 SIP trunks and 8 VoIP users
ETERNITY NE IP8	License to enable 8 IP users
ETERNITY NE GSM	GSM port for voice calls
ETERNITY NE UMTSA	UMTS (3G) port for voice calls for USA and compatible networks
ETERNITY NE VMS	Voice Mail System to attend 4 simultaneous calls with mailboxes for individual users



We put  
**more**  
**in the box**

so your  
business  
can think  
**more**  
**out of**  
**the box.**



Thank You.



# Reference

- Type of presentation: Product Marketing introduction
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