Sangoma

Success Story

ANTlabs Achieves Customer Service Excellence with a Full Set of UC Solutions from Sangoma

THE CUSTOMER

ANTlabs Pte Ltd is a leading internet business enabler. As the Asia Pacific market leader for service gateways, ANTlabs provides award winning technology solutions for the hospitality sector, large venue network operators and telcos. For more than 16 years, ANTlabs has enabled viable business models and faster ROI for telcos, ISPs, airports, hotels, campuses, shopping malls, stadium, and convention centers using end-to-end solutions with key patented technologies. ANTlab's solutions meet both current and future demands with scalability, telco-grade reliability, and enterprise-grade performance.

CHALLENGES

A leading technology partner for service providers in Singapore needed new telephony infrastructure to enable the level of customer service they seek to provide.

SOLUTIONS

A combination of FreePBX, Session Border Controllers, and Gateways from Sangoma gave ANTlabs the ability to successfully revamp their IP telephony infrastructure and transform their customer support.

BUSINESS CHALLENGES

ANTlabs has an impressive line-up of clientele, and the company is committed to providing them with prompt and quality backed support. The company considers customer support an important component of their total value offering. Amongst other things, the company also offers 24/7 support. High Availability and zero downtime are absolute prerequisites of ANTlabs' service to its customers. It is imperative that the company provided an efficient and round-the-clock technical support to its customers.

The company, however, was challenged due to their legacy PBX. The aging phone system from Cisco was outdated and could not keep up with the growing business. The system lacked scalability and the useful features of a modern IP communication system that simplifies day-to-day tasks for the users. Escalating monthly telephone bills were another major concern. The company uses large numbers of mobile workforce who work from numerous remote locations. It was important to have a unified communication solution to connect all the support staff together and ensure top-quality service to the customers.

ANTlabs needed tools that would allow them to integrate their business phone system needs with their customer support, give them room to grow into new features, and reduce their monthly telephone expenses. In summary, ANTlabs's immediate requirement was a modern business communication solution with a long-term perspective. The company was looking for a reliable telephony system with advanced security features and backed by strong technical support.

THE SOLUTION FROM SANGOMA

Lantone Systems Pte Ltd, Sangoma's partner in Singapore, played a major role in demonstrating to ANTlabs how a Sangoma PBX can be configured to allow employees to connect to the system from a remote office or through mobile devices, facilitating the mobility of the company's workforce.

Lantone also demonstrated the High Availability (HA) Solution, a very important requirement for the customer, backed by former's ability to provide 24/7 around-the-clock technical support in case of downtime, and to carry out routine maintenance. To improve the overall security of the telephony system, Sangoma's Session Border Controller (SBC) was incorporated into the network design, for the purpose of screening incoming calls from the Internet router.

ANTlabs was convinced of the benefits that the Sangoma solution would offer, and engaged Lantone Systems to carry out the transition to the new telephony system.

The primary systems deployed were:

- Sangoma's FreePBX 100 appliances in HA.
- Sangoma's Enterprise Session Border Controller.
- Sangoma's Vega Analog FXS Analog Gateway.

The basis of the system was a high-availability setup to ensure 24/7 continuous uptime for ANTlab's telephony system, along with support for an analog-based fire alarm system for the company's office building. While ANTlabs originally relied on the analog telephone lines utilized by its original Cisco system, Lantone Systems implemented a more reliable alternative in Starhub SIP lines and routers, along with a Hoiio redundant SIP Trunk for a backup option.

The Session Border Controller (SBC) was implemented to ensure security and to facilitate incoming external calls from employees' personal mobile phones. A Vega analog gateway's deployment was carried to support fax capabilities.

THE RESULTS

To leverage the legacy system to the max, the Sangoma PBX setup in the Singapore office of ANTlabs was connected to their existing Cisco system still in use at their Malaysia office. This enabled ANTlabs to make mammoth savings on their telephone bills by allowing low-cost calls over the Internet between the two international branches.

The comprehensive yet cost-effective installation was successful in introducing the new features of modern IP telephony, much required by ANTlabs, on top of their stated business requirements.

Sangoma solutions, skillfully deployed by Lantone, gave a tremendous push towards solving ANTlabs' challenge of dealing with the limitations of the legacy PBX

THE PARTNER

Headquartered in Singapore, Lantone Systems specializes in providing state-of-the-art IP telephony technology to its huge base of clientele in Southeast Asia. With decades of expertise, the company offers a wide range of products and telephony solutions for System Integrators under one roof.

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