



# Success Story

## How AnandRathi Increased Productivity Through Sangoma and FreePBX

### THE CUSTOMER

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AnandRathi is a large financial company with large footprints across India and abroad, operating in over 1200 locations through its branches, sub-brokers, and representative offices.

The company follows a strict customer-centric approach with a clear focus on providing long term value addition to clients while maintaining the highest standards of excellence, ethics and professionalism.



### CHALLENGES

A global financial company headquartered in India wanted a smart, robust, and scalable solution that would help them overcome the challenges with their legacy communications system while equipping themselves with a modern business communication solution cost-effectively.



### SOLUTIONS

The FreePBX solution from Sangoma fit the bill perfectly. Not only could it leverage the MPLS and VPN connectivity they were working with, it provided an abundance of call control features to enrich AnandRathi's business communications.

## BUSINESS CHALLENGES

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AnandRathi was dealing with outdated and legacy phone systems technology that prevented them from benefiting from the latest advancements in voice and data technology. For a company where effective and uninterrupted communication forms the backbone of the business model, the limitations of the phone systems was a threat. The company needs business-critical functionalities like video calling, conferencing, conference bridge, IP-based telephony, etc., to effectively manage their operations.

Being on a traditional system meant that they required frequent hardware upgrades to deal with a growing network, which involved increased investment of money and man-hours.

Maintenance and management of aging phone systems across multiple sites also meant exorbitant and unjustifiable monthly telephone bills. There was no scope for intercom between the offices.

The other challenges were no control over Caller ID, individual Voicemails, remote call logs, call recording, and so on.

## THE SOLUTION FROM SANGOMA

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The customer wanted a smart, robust and scalable solution that would help them overcome the challenges with the legacy system while equipping themselves with a modern business communication solution cost-effectively

One of the primary requirements of the solution was that it had to leverage the existing MPLS and VPN connectivity and enable a smooth transition to IP Telephony solution.

The FreePBX solution from Sangoma fit the bill perfectly. Sangoma's global reputation as a company who enables disparate networks to be connected seamlessly helped the customer in making an educated decision of choosing FreePBX for this mission-critical project.

AnandRathi is headquartered in Mumbai and has multiple regional offices in Mumbai, Bangalore, Hyderabad, and Ahmedabad. The solution required the establishment of interconnectivity between six different sites in these cities.

The primary systems deployed were:

- ⦿ FreePBX System 60
- ⦿ FreePBX System 100
- ⦿ FreePBX System 300

The solution was implemented in various phases. The first phase included connectivity with HQ in Mumbai and the regional office in Bangalore and was carried out swiftly within a few days. This was soon followed with the other roll-outs. Following is the list of functionalities installed/implemented:

- ⦿ Call Recording
- ⦿ Conference Rooms
- ⦿ Call Detail Reporting
- ⦿ Video Calling
- ⦿ Phonebook Directory
- ⦿ Follow me
- ⦿ Call Detail Reporting
- ⦿ Call Forwarding
- ⦿ Do Not Disturb
- ⦿ Hunt/Ring Groups
- ⦿ Multiple Trunks
- ⦿ Voicemail

## THE PARTNER

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Agami Tech headquartered in Mumbai, India, is a multi-cultural Information Technology Solutions and Business consulting company. They strive in partnering with our clients, globally, to design and deploy technology-driven business transformation initiatives in the field of Unified Customer Interaction, Management, and Analytics.

Agami Tech's vision is to be a world-class provider of consulting & information solution services, focusing in and exploiting the synergies between three core areas of operation: Telecommunications, Information Technologies, and IP telephony. It is their hope that through this, their clients will achieve superior returns on their technology investments through best-in-class industry solutions, passion, and the domain expertise of their people and global scale.