



IPCA LABORATORIES CONTROLS COMMUNICATION COST WITH MATRIX TELECOM SOLUTIONS

Case Study

INDUSTRY

Healthcare

LOCATION

Ratlam, Madhya Pradesh

CUSTOMER NAME

IPCA Laboratories

COMPANY PROFILE

IPCA Laboratories is a fully integrated Indian pharmaceutical company manufacturing over 350 formulations and 80 Active Pharmaceutical Intermediates for various therapeutic segments. IPCA is one of the world's largest manufacturers and suppliers of over a dozen APIs. IPCA is a therapy leader in India for anti-malarial with a fast-expanding presence in international market as well. They also lead in Disease Modifying Anti-Rheumatic Drugs. They also have leading brands in five therapeutic areas, with three branded formulations being ranked among Top 300 Indian brands by ORG-IMS.

CHALLENGES

The existing system at IPCA did not facilitate GSM trunks. Legacy system of CO lines resulted in heavy wiring cost as well as limited scalability. As IPCA laboratories were looking to expand soon, they required a solution which can accommodate newest technologies such as Digital and IP phones. Furthermore, technical support response from their existing vendor was poor and hence, one of their primary requirements was prompt technical support.

SOLUTION OFFERED

Matrix solved these challenges by providing 700 analog extensions and five GSM trunks. With Matrix LENX, IPCA laboratories could scale up their communication network whenever required. The solution offered has the capability of accommodating analog, digital as well as IP desk phones, making it a future proof solution. IPCA laboratories leased analog ports, GSM Trunk cards, SIM cards and ISDN PRI Line from BSNL on monthly basis, this reduced their capital expenditure. Moreover, one of Matrix major strength is its prompt and 24X7 technical support, Matrix along with its VAD in Ratlam ensured complete presales and post-sales support on this project.



RESULTS

- Reduced Capital Expenditure with PBX on lease
- Reduced Call Cost with GSM Trunk
- Quick Maintenance and Services
- Future Proof System with IP Technology
- Scalable Solution

PROJECT HIGHLIGHT

- 700 Analog Extension and Five GSM Trunk card
- Digital PBX with GSM Trunks added along with PRI Trunk Lines

CUSTOMER TESTIMONY

“Matrix solutions addressed our challenges in the most cost effective way possible. Apart from flexible communication, we now have a future-proof scalable communication network.”

“ - Chandra Shekhar Gupta
Asst. Manager Administration, IPCA Laboratories

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.

www.MatrixComSec.com



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