

ANTlabs Case Study

ANTlabs Achieves Excellence in Business Communication by Installing a Full Set of UC Solutions from Sangoma

A combination of FreePBX, Session Border Controllers, and Gateways from Sangoma gave ANTLabs, a leading technology partner for service providers in Singapore, the ability to successfully revamp their IP telephony infrastructure and transform their customer support.

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 centres— using end-to-end solutions with key patented technologies. ANTLab's solution meet both current and future demands with scalability, telco-grade reliability and enterprise-grade performance.

"ANTlabs has seen dramatic improvement in the quality of our service to the customers following the new installation of Sangoma solutions. We have benefited from reduced monthly telephony overheads and expansion at the client device level has brought much ease to operations. Our remote staff are able to communicate with each other seamlessly. The advanced features of the Sangoma telephony is positively impacting both our staff and customers. Lantone has demonstrated professionalism in the delivery of the solution and vast knowledge in their area of discipline. Support service has been helpful and great so far. Kudos to them," says Troy Tan, Operations Manager at ANTLabs.

Business Challenges

ANTlabs has a huge, impressive line-up of clientele and the company is committed to providing them with prompt and quality backed support. The company considers customer support as an important component of their total value offering to their customers. Amongst other things, the company also offers 24/7 support. High Availability and zero or minimum downtime are absolute prerequisites of ANTLabs' offering 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 The aging phone system from Cisco was outdated and could not keep up with the growing business.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 (www.voip.com.sg), Sangoma's partner in Singapore played a major role in demonstrating to ANTLabs how a Sangoma-based 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

Sangoma solutions, skillfully deployed by Lantone, gave a tremendous push towards solving ANTLabs' challenge of dealing with the limitations of the legacy PBX. 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. 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. To leverage the legacy system to the max, the Sangoma PBX set up 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.

Some of the features installed in ANTLabs' new telephony system:

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| » Caller ID | » Call Queues |
| » Call Transfer | » Music on Hold |
| » Call Recording | » Office Hours |
| » Call Detail Reporting | » Voicemail |
| » Call Forwarding | » Ring Groups |
| » Call Parking | » Remote Users |
| » Auto-attendant/IVR | |

The Partner



Lantone Systems is the ideal one-stop service destination for the implementation of office telephony solutions. An expert in Sangoma IP PBX hardware and service provisioning, the company is head-quartered in Singapore and has offices across the globe. Lantone Systems specializes in providing state-of-the-art IP telephony technology to its huge base of clientele in Southeast Asia. As a pioneer with more than 15 years of telephony and Interactive Voice Response (IVR) expertise, the company offers a wide range of products and telephony solutions for System Integrators under one roof. Please refer to www.voip.com.sg for more information.