

CASE STUDY: VVM Attorneys

License collections made far easier



Access a new world of feature rich, connected anywhere telephony, at low cost and low risk

Collecting television license fees on behalf of the SABC must rate as one of the more challenging jobs on the planet – after all who wants to pay their TV license? Yet VVM Attorneys performs this function on behalf of its client the SABC efficiently and cost effectively. This wasn't always the case.

Despite VVM having a sophisticated Avaya Predictive Dialler installed which spits out up to 200 calls per second over several Primary Rate ISDN lines (PRI or EI), the company found that its telephony costs were rising exponentially. Further inspection revealed the problem: VVM was running its voice system over Telkom infrastructure – two million minutes a month soon adds up to a hefty bill.

VVM invited three service providers, on a technical tender, to demonstrate their ability to reduce call costs without dropping the call volumes. Specifically VVM required the installation of a VOIP gateway with 4 PRI's that could route at least 50 calls p/second over the services provider's SIP network.

Far South Networks installed its state of the art Com.X2-4P (4 PRI's), a VoIP Gateway version of its popular Com.X IP PABX system, designed specifically for the enterprise.

This Com.X2 was put through its paces for a month. Special call campaigns as well as the daily standard outbound calls meant the equipment and network were worked overtime. The competitive analysis showed that the Com.X2 thoroughly outperformed its competition. In this case the Quintum and other incumbent IP Gateway equipment vendors were tested.

As a result Far South Networks won the bid late in 2010 and installed their product across all 360 outward bound trunk lines (12 PRI's). Three Far South Networks Com.X2-4P VoIP Gateways were installed, connecting to 12 PRI's of the Avaya Predictive Dialler. For over a year, this Com.X2 platform has operated successfully routing, at peak times, over 200 calls p/second to VVM's SIP service provider.

A short six months later Far South received an order to upgrade the technology used in VVM's in bound call centre. It supplied three Com.X2-4P (12 PRI's) which were preconfigured and shipped ready to install. This system handles over 50 000 minutes p/month.

"Having used numerous other solutions and based on our volumes we have found that Far South has met and exceeded our expectations," says Greg Bower, IT Manager for VVM Attorneys. "We found Far South provided us with a reliable, easily scalable and totally customisable solution. This is perfectly suited for an ever growing and evolving business."

"The fact that Far South Networks' equipment is developed and built in South Africa provides VVM with peace of mind," says Greg Bower. "It is this, combined with their commitment to support and on-going technical enhancement proves to us that Far South will grow with our future requirements."

