

Domino's Promise of Delivering Pizzas within 30 Minutes, Backed by a Strong Support of Matrix IP Telephony Solution. Reduces Communication Cost by 70%.



INTRODUCTION

Domino's Pizza is the largest and fastest growing food service company in India with a network of 850+ restaurants in more than 200 cities. The Pizza delivery expert is the market leader in the organized pizza market with 70% market share in India. With its most famous half an hour delivery strive, Domino's Pizza marks the importance of communication and time growing towards its vision of exceptional people on a mission to be the best pizza delivery company in the world.



INDUSTRY	Retail Industry
CUSTOMER	Domino's India
LOCATION	Delhi, Mumbai, Pune, Ahmedabad, Nagpur, Hyderabad, Chandigarh, Mohali, Guwahati
CHALLENGES	<ul style="list-style-type: none"> • Connect 15+ branch offices with head office • High telephony Cost in inter-branch calling • Required minimum 30 trunk lines per regional office with compact infrastructure for voice calling • Need to managed scattered telephony systems centrally
SOLUTION	<p>ETERNITY GE – The IP-PBX with Seamless Mobility and Universal Connectivity</p> <ul style="list-style-type: none"> • Peer-to-Peer connectivity over IP between IP-PBX at HO and 15+ ETERNITY GE located in branch offices • Branch-to-branch calling over IP telephony with 3-Digit dialing • High scalability offered with PRI trunks facilitating 30 channels on a single line for voice calling • Remote management of all the systems with web based GUI • Delivered on-the-move mobility to supervisors through Mobile Softphone

CHALLENGES

Today's retail supply chain executives are moving more products farther and faster than ever before. Communication is a critical parameter when it comes to Pizza industry as it directly affects, delivery on time, order noting, supply chain relationship and most importantly food management process.

In the era of fast life, demanding consumers putting pressure on supply chain process, Domino's Pizza required all its branches to work in synchronization managing food delivery on time. The major challenge was to connect multiple branch offices with head quarter for day-to-day communication. Following it, Domino's Pizza also required 30+ lines as a trunking solution for voice calling at all the branch offices with minimum infrastructure cost.

SOLUTIONS

Matrix and its channel partner Sun Line Communications Systems worked together and provided an IP enabled PBX solution – ETERNITY GE for all multi-site telephony needs of Domino's Pizza.

ETERNITY GE is an advance communication system offering convenient features and flexible functionalities in line with the changing needs of organizations. The reliable architecture and easy to use platform delivers the unmatched performance to meet the needs of controlling costs and managing operational expenses. ETERNITY GE supports any combination of TDM, IP, GSM PRI trunks and subscribers along with networking of multiple systems across locations.

Peer-to-Peer connectivity over IP between IP-PBX at HO and 15+ ETERNITY GE located in branch offices for seamless connectivity.

With installation of 15+ ETERNITY GE at branch offices, Matrix connected all the locations with head office over IP to provide seamless integration all over the India for Domino's employees for quick connectivity.

Branch-to-branch intercom over IP telephony

With IP telephony, Domino's Pizza saves telecom costs by any

call placed between head office and branch offices. IP telephony feature of Eternity GE provides simple 3-digit dialing, call transfer, conference, voice mail access and other call management features for inter-branch communications

High scalability offered with PRI trunks

With the requirement of 30+ trunks at every branch locations for voice calling, PRI acts as a perfect network to not only save telephony cost but also saves cabling cost as 30 channels are offered on a single line.

Control with Centralized Management of IP-PBX System

With the web based Remote Management feature, all the systems can be centrally managed by the IT administrators from a single location without visiting any branch offices.

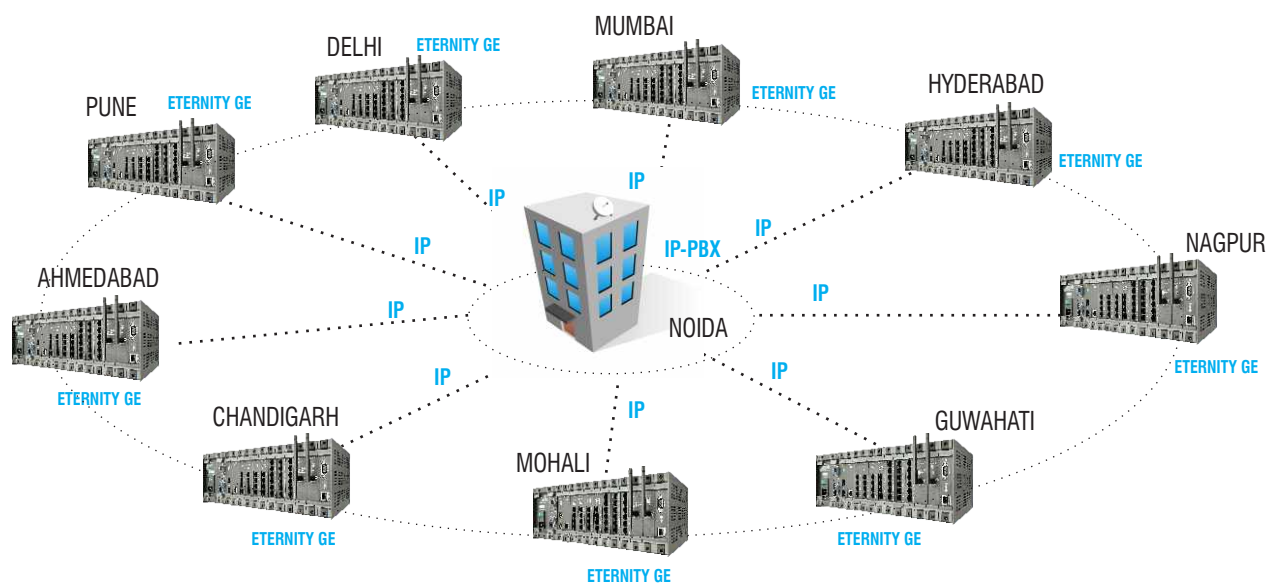
Delivered on-the-move mobility for Admin and IT staff

Innovative SPARS M2S – Mobile Softphone application enabled the supervisors to carry office extension wherever they go. They can reach each other by simply dialing an extension number or browsing through corporate directory. Enhanced collaboration with video calling, instant messaging and presence sharing, voice mail features.

RESULTS

- Low terminating cost of PRI lines as compared to analog lines for each user
- Reduced call traffic as high as 40%
- Future-proof solution with scalability for further expansion plans

APPLICATION DIAGRAM



16 DOMINO'S SITES CONNECTED

ABOUT MATRIX

Established in 1991, Matrix is a leader in Telecom and Security solutions for modern businesses and enterprises. An innovative, technology driven and customer focused organization; Matrix is committed to keep pace with the revolutions in the telecom and security industries. With more than 40% of its human resources dedicated to the development of new products, Matrix has launched cutting-edge products like IP-PBX, Universal Gateways, VoIP Gateways and Terminals, GSM Gateways, Access Control and Time-Attendance Systems, Video Surveillance System and Fire Alarm Systems. These solutions are feature-rich, reliable and conform to the international standards. Having global foot-prints in Asia, Europe, North America, South America and Africa through an extensive network of more than 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.



MATRIX COMSEC

Head Office

394 - GIDC, Makarpura, Vadodara - 390 010, India.

Ph: +91 265 2630555,

E-mail: Inquiry@MatrixComSec.com

SMS 'MATRIX' to +91 99987 55555

www.MatrixTeleSol.com