

# Reality Check

APPLICATION SOLUTIONS FOR YOUR WORLD

## Patton and SmartConnect Deliver High-Availability Multi-Access Customer Care Solution for Eureka

A well-known white-goods manufacturer in India wanted to migrate their legacy TDM-based inbound contact center to the Genesys IP-based platform.

**System Scalability** was a key requirement for the client, who manages an ever-increasing demand for the white goods and electrical appliances they supply to the Indian market.

**Growth.** Starting with 150 seats, the contact-center operation was expected to grow multiple times year-on-year. In the face of such a challenging opportunity, the client entrusted Eureka with the task of setting up and managing a complete solution. To assist with implementing and delivering call-center services, Eureka in turn chose SmartConnect as their technology consulting partner.

*“Local markets make stringent demands, requiring 24x7 support. Product organizations are expected to be proactive and responsive. Patton was more than willing to walk the extra mile.”*



**Sandeep B. Yadav**  
Head—Operations  
Eureka

**Reliability.** Genesys, an all-IP platform, closely interworks with VoIP media gateways to terminate TDM traffic (i.e. ISDN PRI), while providing speech processing,

QoS, and other key functions. In order to handle the expected high call volumes, highly-reliable, scalable, high-capacity media gateways would be required. The chosen gateways must integrate seamlessly with Genesys, while providing compatibility with existing call-process detection processes—plus Answering Machine Detection (AMD) capability over TDM and SIP-trunks.

**Selection.** SmartConnect followed a stringent evaluation processes to select the right solution to meet project requirements. SmartConnect chose Patton VoIP gateways because they combine efficiency with scalability in a small form factor. After an extensive array of rigorous tests conducted in simulated and live contact-center environments, SmartConnect



### Key Benefits of SmartNode™ Call-Center Solutions

- ✓ **Scaleable.** Patton offers solutions for 2 to 2048 concurrent calls per gateway-router while supporting SIP-to-TDM, TDM-to-IP, and IP-to-IP signaling and interoperation.
- ✓ **Versatile.** Patton VoIP solutions can terminate any standard network interface, including ISDN BRI/PRI, E1/T1/J1, CAS, R2MF, SS7, SIGTRAN, SIP, V5.2, STM1/OC3/DS3, H.323 and more.
- ✓ **Streamlined Expansion.** Patton supports your growing business with software-based licensing for quick and easy call capacity upgrades.
- ✓ **Trusted Supplier.** Doing business since 1984, Patton and SmartNode partner with you, and your partners, delivering VoIP solutions for the long run.
- ✓ **Multi-Modal Data Recovery.** Patton's survivability suite assures business continuity of operations for voice and data with IP-link redundancy, PSTN fallback and dial-backup.
- ✓ **Quick Turn-Around-Time (TAT).** Patton's accessible and attentive engineering and support teams work with you to get your solution up-and-running fast!

recommended Patton's [SmartNode 4940](#) Multi-Port E1/PRI Enterprise VoIP Media Gateway.

Testing covered load handling, reliability, customer-platform compatibility and service-provider interoperability as well as back-end integration with Genesys.

**Multi-Modal operation.** Eureka also welcomed Patton's multi-modal data-recovery/retrieval (DR) support, which ensures business continuity via a suite of voice-and-data survivability functions. SmartNode also supports every industry-standard codec, enabling interconnection with all the TDM and IP interface standards, including ISDN PRI, GSM, CDMA, SIP Trunks, SS7, and others.

*"Patton was proactive to the demanding needs of the BPO\* market. This clinched the deal for them. The sales team was fully engaged in the pre-sales customer interactions along with us and their R&D on a needful basis."*

*"The product management team delivered a quick turn-around on our change-requirements. Patton worked with our internal R&D to quickly deliver a product that works, expediting the successful deployment of our solution."*



**Seetharaman**  
Director  
SmartConnect

\*BPO – Business Process Outsourcing

### Why SmartNode™ VoIP Media Gateways for the Call Center?

- SIP- to-TDM, TDM-to-IP & IP-to-IP transcoding in a single box
- Single unified software and firmware platform across all VoIP models.
- Date/time-based routing
- Call progress detection & AMD detection
- GSM to TDM units for remote-location multi-modal DR
- Hunt group/multiple routing & mapping
- All industry-standard codecs supported
- Analog FXS/FXO and combo boxes for cost effective BPO solutions
- External power supplies to manage easy replacement of power adapters
- Available in gateway-only and gateway-plus-router models

### Ecosystem

**Technology Partner & System Integrator**  
**SmartConnect** ([smartconnectt.com](#))—SmartConnect Technologies—a Eureka technology partner—provides consultative integration services for unified communication solutions. Headquartered in Nerul (Mumbai area), SmartConnect offers specialized expertise in implementing Genesys SIP server software.

With a tagline as *consult | architect | deliver* and core competency as *Technology Integration & Optimization Initiatives*, SmartConnect is a *unified interaction management* organization. Leveraging the UC platform to provide best-in-class technology consulting & solutions and combining project management skills with expert knowledge of technology systems, SmartConnect helps businesses stay connected to their employees, customers and partners by delivering an engaging, interactive employee and customer experience throughout the engagement lifecycle.

### Technology User & Customer

**Eureka** ([eurekaosl.com](#))—Eureka Outsourcing Solutions Pvt. Ltd. designs and delivers business process outsourcing (BPO) and knowledge process outsourcing (KPO) contact center services pan-India. Headquartered in Thane City, Mumbai, Eureka addresses such verticals as insurance, banking, telecom, retail, manufacturing, fast-moving consumer goods (FMCG) and many others.

### Technology Provider & OEM

**Patton** ([patton.com](#))—Patton Electronics Co. is a multi-national organization marketing a catalog of over 1000 products, including SmartNode™ VoIP solutions for analog and ISDN telephony. Patton is about connections. From inception the company has connected generations in a family business. At Patton, it is our joy and mission to connect real-world customer challenges with high-quality, right-priced solutions.

Patton... Let's Connect!