Song Phat Gets State-of-the-Art, Enhanced Business Communications, Thanks to Patton's Viet Nam Team

Bao Le is a visionary. As Sales Director for Song Phat (www.Song Phat .com)—a Systems Integrators and Distributors for IT equipment and services in Viet Nam—he was among the first in his country to visualize the value of IP telephony for the enterprise. With a customer base that includes Telecom, Banking, and Enterprise sectors, the 50-employee company is now recognized as pioneer in leveraging VoIP technology to reduce monthly expenses and improve operational efficiencies throughout the business. Mr. Le truly understands the benefits of VoIP and has a clear strategy on how to apply VoIP technology to improve his company's daily communications.

The old way. Song Phat's legacy network architecture required operating and maintaining two logically and physically separate infrastructures:

- A voice network comprising PBX, fax, local extensions and PSTN connectivity, and
- A data network interconnecting office computers, servers, and the Internet.

Mr. Le well understood that

"You have to use it to believe it. With Patton SmartNode™ devices in our network, we experience great voice quality and trouble-free communication."

Mr. Bao Le
Sales Director, SongPhat

migrating to a converged all-IP network would. . .

- Reduce the cost and complexity of network operations.
- Eliminate tolls for intra-office and home-office calling.
- Enable productivity-boosting business communication features that only VoIP can provide.

Vendor Selection. Having selected the Asterisk software-based IP-PBX, Song Phat evaluated VoIP gateway solutions from many vendors, including Verilink, Audiocodes, Grandstream, and Allied Data—in addition to Patton SmartNode™.

SongPhat VoIP Gateway Selection Requirements

- ✔ G8 Manufacturers only (no China products)
- ✔ Local sales and technical support in Viet Nam
- ✔ Seamless inter-operation with Asterisk IP-PBX software
- ✔ PSTN fallback capability
- ✔ Complex call routing functions, including Least-Cost Routing, time-of-day routing, distribution groups, etc.
- ✔ Multiple SIP proxy support

Testing. Throughout the trial process, SmartNode™ consistently delivered the best voice quality with the most comprehensive feature set while delivering seamless interoperability with Asterisk application software. As always in the real world, there were some minor glitches during the test phase,

Key Benefits of SmartNode™ VoIP Solutions for Enterprises

Improved Business Operations

- ✔ Enhanced customer relationships with caller–facing features
- ✔ Streamlined operations and increased productivity with management & admin features
- ✔ Improved internal communications with time-saving, frustration reducing intra-office features

Secure, Survivable Communications

- ✔ Robust, first-line stability and reliability
- ✔ VoIP VPNs for Secure encrypted voice & data
- ✔ VoIP & Data Survivability with dial-backup & IP Link Redundancy
- ✔ Excellent voice quality over the Internet (comparable to ISDN)

Powerful Price Performance

- ✔ Rich set of business-class features
- ✔ Flexible call numbering and routing plans adapt to any business requirements
- ✔ Free top-notch support during entire project life cycle: design, testing, deployment & operations

which Patton's Viet Nam support team promptly worked through.

The Clincher. Finally, Patton's local presence in Viet Nam was a key deciding factor. While most vendors add per-ticket charges, or require paid support contracts Mr. Le knew that his people would only need to pick up the phone, and Patton's local team of support engineers—under the leadership of Mr. Bao Quoc Vo, Patton's Asia-Pacific Director—would be there, ready to provide Patton's legendary "world's-best" technical support… FREE!

"Patton performed an excellent job. Headed by Mr. Bao Vo, the Asia Pacific team integrated their VoIP routers into our network in the utmost seamless manner."
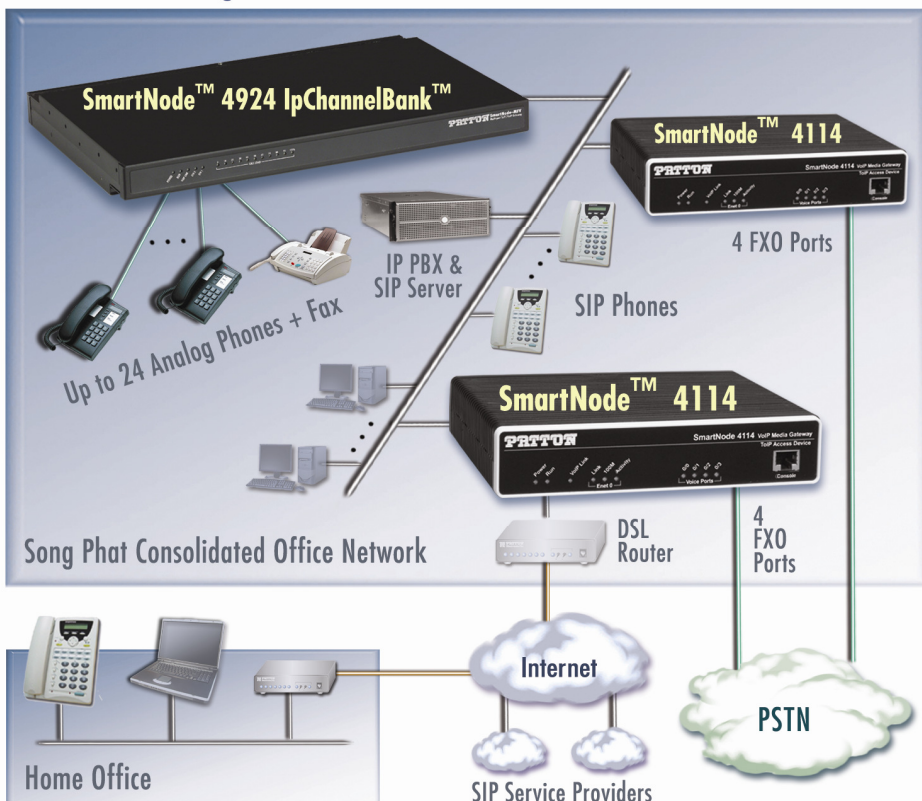
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Today, Song Phat ranks among the few companies in Vietnam who truly understands—and now experiences on a daily basis—the value of implementing VoIP technology for enhanced, lower-cost business communications.

Value-Added Features of the Patton - Song Phat Solution

- ✓ Add or change extension and voicemail accounts in seconds
- ✓ Reduced long distance costs with Least-Cost Routing (LCR)
- ✓ Incoming calls routed according to time of day
- ✓ Interactive Digital Receptionist with editable menus.
- ✓ Ability to design sophisticated call groups
- ✓ Use queues to manage callers
- ✓ Upload customized music on hold (MOH)
- ✓ Search company directory based on first or last name
- ✓ Detect and receive incoming faxes over VoIP network
- ✓ Sharing of administrative duties
- ✓ Save audio recordings of calls
- ✓ View call detail reporting
- ✓ View Extension and trunk status with Flash Operator Panel
- ✓ View conversation recording with Asterisk Recording Interface

SmartNode™ Enterprise VoIP Solution for Song Phat
Converged Voice & Data Network with PSTN Access

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