

Enhancing Pharmaceutical and Patient Care Services for a leading Pharmacy Supermarket Chain with Matrix Office-in-a-Box

INTRODUCTION

Wellness Forever is a fast growing chemist & pharmacy supermarket chain with 45+ stores across Mumbai and Pune. With a mission to create India's most respected chain of Pharmacies & wellness stores, Wellness Forever is committed towards round-the-clock availability of medicines, community pharmacies and a smile for all.

www.wellnessforever.in



NAVAN CNX200



CHALLENGES

Wellness Forever is strongly dependent on robust IT and communication systems that run 24/7 in order to fulfill its social promises. All the stores must remain connected with each other for voice communications, sale & inventory data exchange and surveillance of store locations with centralized administration.

In expanding business scenario, connecting new store locations with central office for inter-store calling and data sharing was the biggest challenge for IT administrators. At the same time supermarket stores required IP-PBX for in-store communications, capable of providing cost-effective PSTN and GSM trunk dialing and Site-to-Site IP telephony. Admin executives and IT staff required mobile extension solution for such dynamic workplaces. Wellness Forever's IT managers were in dilemma as how to streamline different functions working in silos.

INDUSTRY	Retail Pharmacy
CUSTOMER	Wellness Forever
SERVICES	Medicines, Surgical Products, Emergency Aids, Lab Services
LOCATION	Mumbai and Pune, India
CHALLENGES	<ul style="list-style-type: none"> • Connecting 45+ stores spread across Mumbai and Pune • Huge telecom overhead of branch-to-branch calling • Lack of collaboration and information sharing between stores • Ensuring safety with remote access of surveillance systems
SOLUTION	<p>Matrix NAVAN CNX200 - Converged Voice and Data Solution</p> <ul style="list-style-type: none"> • All-in-One IP-PBX, data routing, wireless, internet VPN and security features • Branch-to-branch intercom over IP telephony • Connected branches for data communications over IPsec VPN • Remote access of IP surveillance systems at central office • Mobility for staff with built-in Wi-Fi and Mobile Softphone application

SOLUTION

Matrix working with regional channel partner - Digitech Solutions clearly understood the requirements of Wellness Forever and delivered single box solution - NAVAN CNX200. It is a converged voice & data platform that addressed all voice telephony, high-speed internet, wireless access, data routing and multi-store networking requirements of Wellness Forever.

Connected other stores with toll-free IP Telephony and reduced Telecom costs

For each call placed between store locations, Wellness Forever saves telecom costs by surpassing toll charges. IP telephony feature of NAVAN provides simple 3-digit dialing, call transfer, conference and other call management features for inter-store communications.

Networked store locations with site-to-site IPsec VPN

Other locations with legacy VPN and firewall systems were connected with IPsec VPN. This in turn facilitated information

sharing between supermarket retail stores, resulting in better management for inventory, sales and patient database.

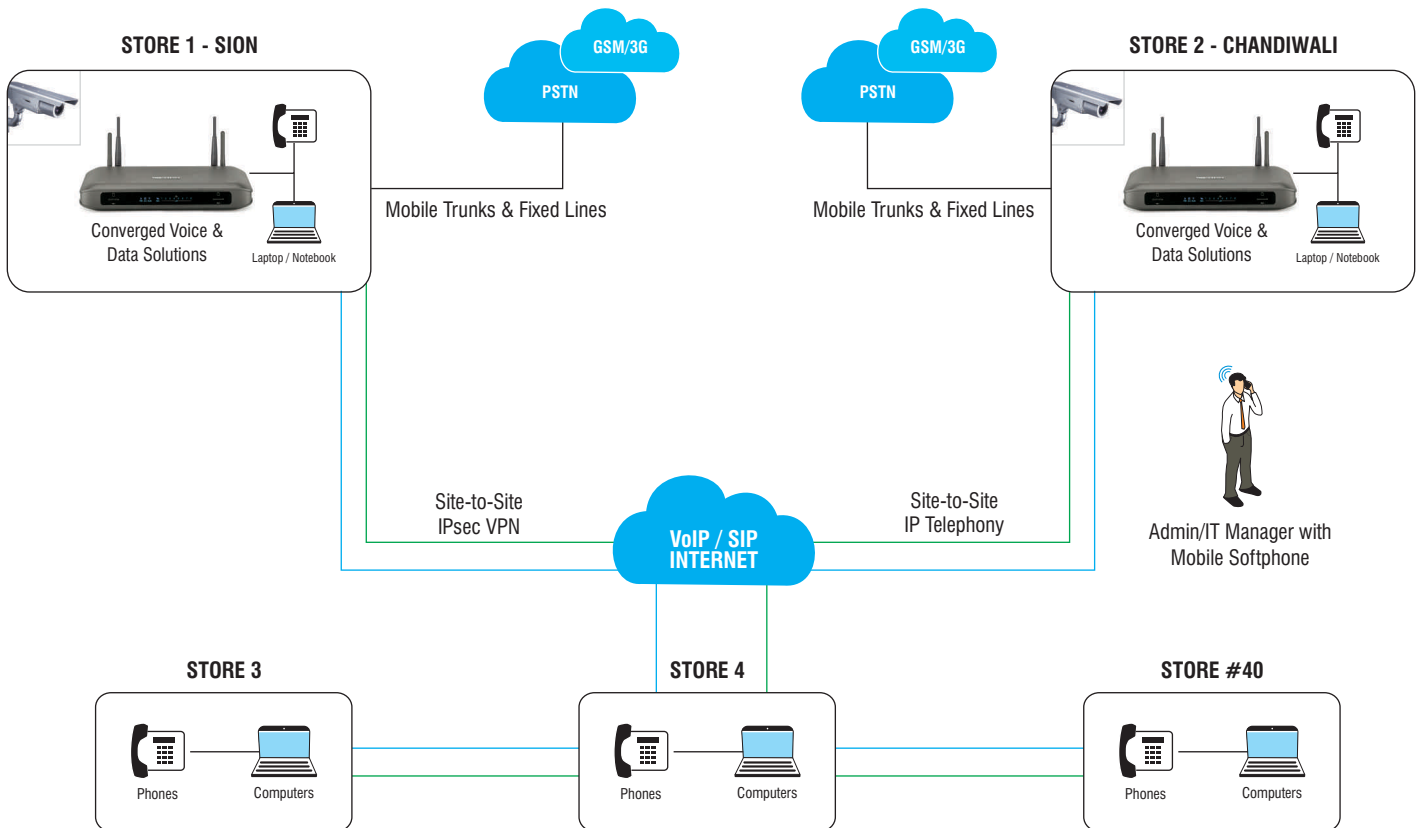
Delivered on-the-move mobility for Admin and IT staff

Innovative SPARS M2S – Mobile Softphone application enabled all IT and Admin staff to carry office extension wherever they go. They can reach each other by simply dialing an extension number or browsing through corporate directory. This in-turn enhanced collaboration with video calling, instant messaging and presence sharing, voice mail features.

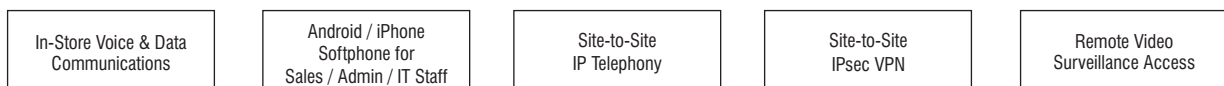
Improved security with centralized monitoring of surveillance systems

Advance data routing features of NAVAN helped administrators to centrally connect and view surveillance systems of supermarkets ensuring safety measures for all.

APPLICATION SCENARIO



WELLNESS FOREVER STORE LOCATIONS IN MUMBAI & PUNE



RESULTS

- IP Telephony eliminated the need of PSTN lines previously used for Inter-Branch Calling
- GSM and PSTN Trunks for Least Cost Mobile and Landline Calls
- Site-to-Site IPsec VPN enabled Secure Data Exchange over Internet
- Enabled Executives & Admin for Anywhere connect using SPARSH M2S - Mobile Softphone for Android/iPhone with Presence, IM, Video Calling Features
- Centralized Administration of Branch Office Surveillance Systems
- Increased Professional Visibility with Voice Mail and Auto-Attendant

“ Service with a smile is what sets us apart. Using IP telephony feature of NAVAN, we immediately realized reduction in telecom costs associated with store-to-store calling. Pharmacists and store staff of different locations can call each other simply by 3-digit extension numbers. Even when they are out, they can stay in touch for office communications with innovative mobile softphone application. ”

Gangadhar Kyatham
Head IT Infra of Wellness Forever.

“ Matrix has years of professional experience in delivering reliable and innovative solutions. Complimented with converged voice & data solution – NAVAN CNX, Matrix exceeded our expectations that no other vendors could meet. Our staff enjoyed flexibility in workplace, reduced telecom costs, customer witnessed redefined welcome approach and we streamlined surveillance and security essentials. ”

■ 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; the company is committed to keep pace with the revolutions in the telecom and security industries. With around 30% 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.



TELECOM SOLUTIONS

MATRIX COMSEC

Head Office

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

Ph: +91 265 2630555, Fax: +91 265 2636598

E-mail: Inquiry@MatrixComSec.com

SMS 'MATRIX' to +91 99987 55555

www.MatrixTeleSol.com