



Title: **Distributors Improves Customer Service Faster Respond**

Customer name: **Reliance Forex**

Employees and Partners

- 60 employees
- 18 International & 2 Local Locations
- 19 Partners

Business Challenge

1. Seamless connectivity between trading partners.
2. Reduce International calling charges to countries where Reliance Forex has trading partner
4. Reduce international phone call cost for communication with suppliers and partners.
5. Make us accessible for everyone in the country where Reliance Forex has business on a local call.

Solutions:

1. Orionox (Voice over Internet Protocol)

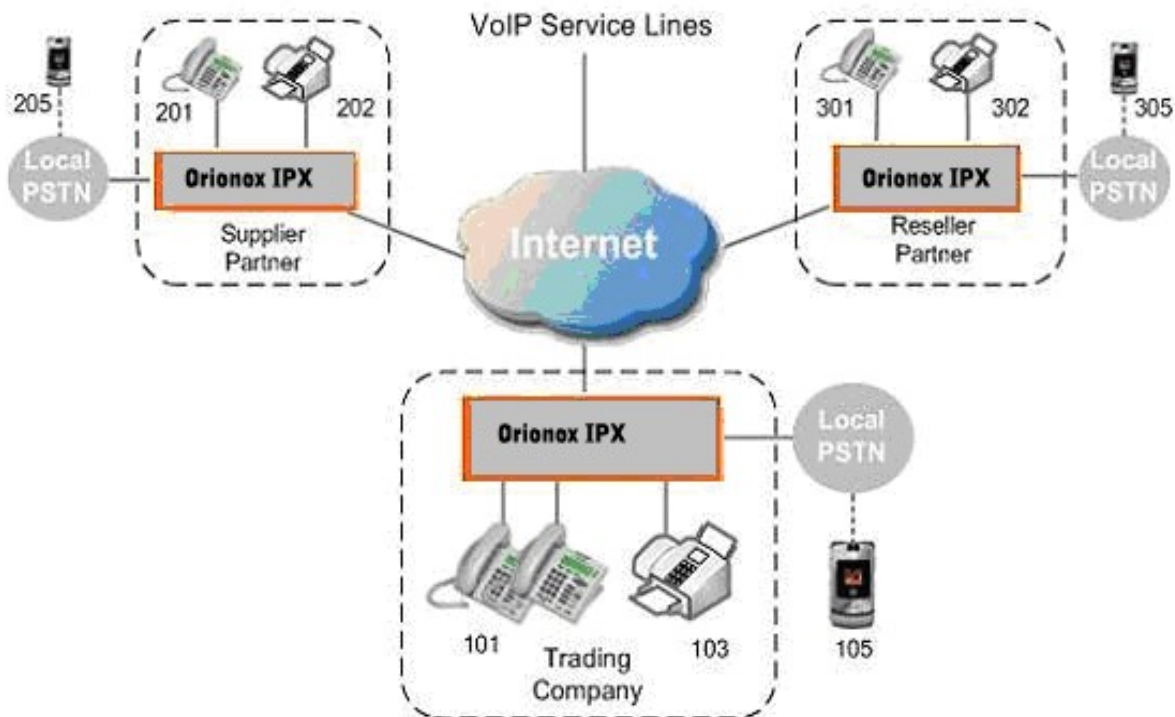
Benefits

1. Reliance Forex maintains close relationship with its partners which help to promote business.
2. There is no cost for phone calls FAX between the Reliance Forex and its partners.
3. At any time, mobile phones can be reached with only local cost.

4. Reliance Forex virtually has an office in all the countries where it has partners. This led to more penetration in those countries.

Background of your Project

Reliance Forex is a trading Company with some designated suppliers and resellers. The suppliers and resellers are in different countries in North America, Asia and Africa. International phone calls and fax transmission is a big part of operation cost to Reliance Forex. Trading companies desire some low cost communication between trading company offices and their overseas partners' offices. Reliance Forex wanted a solution that could significantly reduce their communication expenses. Orionox provided a solution wherein it configured a VoIP service line on its Orionox IPX. The VoIP service was obtained from www.myIPX.net. The rates of international calls from VoIP service providers are significantly lower than traditional telephone companies. VoIP service lines helped Reliance Forex to reach anywhere in the world. An IPX was placed at Reliance Forex partner's office, as in the following diagram.



This network which used Internet as a communication media made phone calls and fax between the trading company and its partners completely free. A PSTN line in remote country was assigned on the IPX and dedicated to Reliance Forex which made possible for any one in that partner's office to call the local number to reach Reliance Forex. Orionox bind mobile phone numbers to the IPX in each office, calling an internal short number will remote reach mobile phones directly. Call routing policy was configured which made international calls to the countries where partner reside as local calls within those countries.

Cost-benefit Analysis

Below is a cost-benefit analysis on the proposed IP PBX Telephony or Voice over Internet Protocol. Based on the quantitative analysis, total one-time project cost of USD 18500.00. All the offices already had Internet connection which was now used for voice calls also. Reliance Forex got the return on hardware cost from cost savings as a result of practically negligible international calling charges. Reliance Forex also acknowledge the impetus their business got by switching over to Orionox IPBX system. "We have shown exponential business growth in last one year in almost all the countries where we had our virtual office, with Tanzania showing the maximum growth of 350% in last year since we installed Orionox IPBX." Details of cost-benefit analysis follow:

Quantitative Analysis

Quantitative Analysis		
Communication Expenses:		
International Calling monthly charges		\$6000.00
12 Months		X12
June2008 -May2009		\$72000.00
Cost Of IPBX Telephony or VOIP		
Initial Hardware Cost		\$18500.00
Annual Maintenance Charges(10% Of The Solution		\$1850.00
Total Cost Of The Solution		
		\$20350.00
Cost Saving		
Cost when Orionox IPBX not installed		\$72000.00
Cost when Orionox IPBX Installed		\$20350.00
Saving		\$51650.00

ROI (Payback Period) : $\$20350.00/\$6000.00 = 3.39$ Months