

# Towell Auto Centre LLC

## IP-Enabled Existing PBX for Simple, Affordable Voice over IP

Towell Auto Centre (TAC), an automotive solution provider, was an early adopter of Voice over IP (VoIP). When they made the decision, five years ago, to bring voice and data convergence to their network, they wanted a solution that would preserve their existing network infrastructure, investment.

They found the answer with Multi-Tech's MultiVOIP™ voice over IP gateway solution. "TAC wanted a VoIP technology vendor whose products would smoothly integrate into their existing country-wide, Cisco data routing and switching gear and Nortel voice switching infrastructure" explains Biju Oommen, TAC's Network Architect and Principle consultant. "We carried out the first MultiVOIP pilot and test implementation for proof of concept. Since then TAC has not looked back deploying a number of units for a national network." Multi-Tech's 2-, 4-, and 8-port MultiVOIP gateways were installed at TAC's headquarters and at the country wide branch offices.

The MultiVOIP gateway is a solution that merges voice/fax from traditional telephony onto the IP network. It then utilizes another MultiVOIP gateway at the remote end to separate the voice/fax from the data network and send it back to the receiving phone.

With MultiVOIP connected to the Nortel phone system and the IP data network, TAC was able to improve employee productivity by unifying communications so that business, within and across the company, gets done more efficiently.

Biju says "Besides the traditional VoIP applications and benefits namely-eliminate toll-free numbers, faxing over IP, toll bypass long distance calling, off-net calling etc. TAC was also able to deploy exciting VoIP applications such as wireless voice extensions, and mobile workers while freeing up valuable bandwidth for data."

"The MultiVOIP gateways have helped TAC serve its customers in a timely and reliable fashion," says A D Rajan, Manager of IT & IS at TAC.

For TAC, the MultiVOIP solution has provided a quick return on investment. In addition, it proved to be easy to install, configure and operate. TAC also liked that there were a number of codecs to select from for low bandwidth consumption.

According to Biju, "when you work in the VoIP space, system availability and reliability is a key issue. I had recommended and successfully deployed the MultiVOIP gateways for an oil major's gas pipeline communications project in very harsh and dusty environments and the units consistently proved that they were up to the task."

"Some of the MultiVOIP gateways have been working around the clock for the last 5 years without a single reported failure even with summer temperatures at some places reaching 50+ °C," adds Rajan.



## MultiVOIP Gateways

- Toll bypass voice/fax
- PSTN voice quality
- Connects directly to phones, fax, PBX
- Turnkey solution

## Towell Auto Centre LLC (TAC), (a 100% W.J. Towell Company

in Sultanate of Oman) is focused on the Motor business. From its inception

in 1972, TAC has been the pioneer of automobile business in the Sultanate and is now one of the leading automotive companies in the country.

TAC's business encompasses the import, distribution, retail and after sales support of world-class franchises.



## Biju Oommen, Network Architect and Principle Consultant.

Biju's work revolves around multi-vendor product and technology integration. It spans the domains of VoIP-H.323/SIP, SDH, EoS, WiFi/VoWiFi, SSL VPN, application acceleration, email & network security, SEM, SAN, IP networks, Fibre, Microwave etc.

### For more information contact:

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