



## Epygi Technologies Serves Ahead Trading Pty Ltd. with a Reliable and Cost-Effective IP PBX Phone System

Based in Cape Town, South Africa, Ahead Trading owns 21 KFC restaurants throughout South Africa. Beginning in 1995, Ahead Trading opened their first KFC location in Uptington, South Africa.

After opening their Springbok and Kraaifontein outlets, they focused on acquiring and developing restaurants in Western Cape. In 2006 the Southern Cape expansion was followed by the openings of Mossel Bay and Plettenberg Bay. From 1995 to 2010, the company's expectations resulted in the telecommunication costs becoming quite expensive.

Ahead Trading's biggest challenges were managing the corporate headquarters and restaurants' phone systems. The company needed a cost-effective alternative to its existing phone system that would be centrally managed, easy to deploy and simple to maintain. "We decided that a

Voice over Internet Protocol (VoIP) system would assist us in reducing our high inter-branch call costs. Eighty percent of all of our calls are between our headquarters and branch locations," said Aldert Booyesen, Information Technology Manager of Ahead Trading.

### Cost-Benefit Analysis

With a business case based on long-range cost and reliability, Ahead Trading began its search. Their plan was to deploy a VoIP system at their main corporate office and then migrate their legacy phone systems to IP telephony over a three month time period. The system that they deployed had to support the G.729a codec which facilitates reliable calls with low bandwidth VoIP connections. Additionally, Ahead Trading wanted the flexibility to use their existing analog phones while allowing employees

the capability to still utilize IP phones.

The company investigated comparative phone systems. Ahead Trading wanted a product line that was equipped with features designed for the small and medium-sized business market that was competitively priced. The corporation decided on Epygi's Quadro16x IP PBX system. Booyen particularly liked Epygi's robust features and its straightforward fit with the company's business needs.

Epygi's system promised significant cost savings by not requiring the purchase of expensive licenses to activate advanced features or pay annual software upgrades from Epygi. Ahead Trading put a lid on the escalating costs of long distance and inter-branch location calling, with the toll bypass inherent in IP telephony. That cost-effectiveness combined with Epygi's capabilities like centralized, Web-based administration made the decision to deploy Epygi a solid one.

## A Recipe for Success

uThetha, one of Epygi's Value-Added Resellers, began the Epygi implementation at Ahead Trading's corporate headquarters in March 2010. The headquarters' site was operational in less than two days, says Booyen.

Ahead Trading installed Epygi's Quadro16x, which supports 50 IP phones and 16 analog phones. The Quadro16x auto-configures with the Ahead Trading's snom 300 IP phones. The Epygi gear was more cost-effective than the other IP PBX systems that Ahead Trading considered because of the savings in equipment and set-up costs. But the company is realizing many benefits beyond the dramatically lower implementation costs. Plus, Booyen says Epygi's Quadro16x system is very reliable and requires very few support calls. Booyen appreciates the functionality in Epygi's solution that wasn't available in the company's previous phone system. Four-digit dialing among locations is simple, saves time and money, and improves communications between individual stores and corporate headquarters.

## About Epygi Technologies

Epygi Technologies, Ltd., a worldwide provider of IP PBXs, gateways and conference servers supporting small businesses to enterprise's telephony needs, is a private US company founded in 2000

and has its headquarters in Plano, Texas. It designs and manufactures its market-leading products using its own IP PBX call manager software based on standard SIP technology. Through its network of respected dealers in over 45 countries, Epygi provides converged telecom solutions to organizations wherever they are.

Reliable, secure, and easy to install and use, the Quadro range of IP PBXs, VoIP gateways and cost-saving conference servers offer users outstanding benefits and an unparalleled range of features at very economic prices. The state-of-the-art equipment gives superior sound quality and a quick return on investment because of its low maintenance cost. Organizations with offices with multiple branches, call centers, remote workers and locations with 2 – 200 employees are benefiting from Epygi's best-of-breed Quadro solution. These customers are able to improve their productivity, lower operating expenses, enhance their image and while affording the latest in telecommunications equipment.