



Aheeva Case Study

Factors motivating the choice:
Asterisk / Aheeva

Phone Marketing Presentation

- **The MarketinGroup : marketing services group**
 - L'enchanteur : marketing activities
 - Phone Marketing : Contact center activities

- **Phone Marketing:**
 - 840 workstations / 1050 agents
 - 4 sites in France (5th projected)
 - Marseille
 - Lyon
 - Orléans
 - Paris
 - Activity Distribution: 50 % Outbound calls/ 50 % Blended calls
 - Value added Agent operations

the Asterisk – evolution

- **T2 year N : Initial VOIP introduction**
 - Contact center assesment
 - Market Analysis
- **T4 year N: Asterisk model**
 - Comparison with existing PBX
 - Feasability / compatibility study
- **T1 year N+1: l'application à un projet réel**
 - Project launched in Marseille (100 to 240 positions)
 - Asterisk selected to replace existing PBX
- **T2, T3 year N+1: usage**
 - Asterisk VSR
- **T4 year N+1: contact center solution**
 - Initial Aheeva deployment at Levallois site

Asterisk – motivation

- **Comparative analysis on the Marseilles project**
 - Marseille site requires expansion (100 to 240 positions)
 - Voxco usage is not questioned.
 - Unable to upgrade existing PBX.

- **Solution – IPBX needs to**
 - Manage administration for multiple sites,
 - Integrate to existing solutions,
 - Ensure reliability.

- **Asterisk met Needs:**
 - Was fraction of cost
 - Built in scalability
 - Masters technology
 - Highly innovative
 - Tools adaptable to needs

Solution Selected, Installation and experience

- **Infrastructure**

- 4 Dell 2950 servers, 8GB RAM + 4 146GB drives 15000 raid tours in raid 10,
- 1 Dell- EMC CX3-10C : 15 300GB drives with 300 GB split in 2 raids
- 4 PATTON 4 port gateways
- Xen Center virtualisation solution

- **Installation with Wisp-e**

- **Training and certification of an administrator**

- **Since deployment, no major service interruption**

- **Administrative telephony is simplified, satisfied users**

- **Overall Positive results**

Aheeva choice

- **Asterisk is leading the new telephony revolution**
 - Search for a call center solution based on Asterisk to equip 150 agents to Levallois,
- **Initial contact with Aheeva in july,**
 - Validation needs were met
- **Selected in september**
 - essentially financial
- **Installation en december**
- **Production in january**

Back to installation and users

- **Gradual migration**
 - 15 agents, 30 since last monday, 50 and finally 150
- **Ease of deployment**
- **System was easily configurable (MySQL db)**
- **Intuitive and quickly understood**
- **Reliability of system**
- **Scalability**
- **End Users**
 - Exciting new Solution
 - Ergonomic
 - Flexible
 - Simple use, resulting in more productive agents