

# Beijing MXTelecom Develops Cost-Effective CTI Applications with Dialogic® Products

Case Study

Leverages Dialogic® HMP Software to Reduce Costs by About 60% in an IP Call Center Solution

## CASE SUMMARY

### Challenge

Because competition in China's CTI industry is increasing dramatically, Beijing MXTelecom Technologies, one of the leading CTI solution providers in China, faced a challenge: how to develop more advanced CTI solutions at a lower cost for its carrier and enterprise customers?



### Solution

Beijing MXTelecom integrated high-capacity Dialogic® boards and Dialogic® HMP Software into its CTI solutions, including its IP Call Center and TICQ platform. One of the IP Call Center installations that used Dialogic HMP Software not only provided seamless PBX-IP connectivity for customers, but also reduced media processing implementation costs by about 60%.

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### Challenge

Because competition in China's CTI industry is increasing, CTI solution providers face the challenge of achieving better performance of CTI systems and lowering costs at the same time to remain competitive.

Beijing MXTelecom Technologies, one of the leading CTI solution providers in China, was determined to meet this challenge. Using its abundant industrial experience and its strong technological expertise, Beijing MXTelecom decided to launch a series of leading-edge, IP-based CTI products into the marketplace.

Beijing MXTelecom's communication solutions were to include an advanced IP call center and an updated "Follow Me" service called Telephone I Seek You (TICQ). In both of these solutions, media processing boards and media gateways are the key components that provide media resources, access, and switching services. As Mr. He Jianhui, General Manager of Beijing MXTelecom, explained: "To improve the performance and cost-effectiveness of our solutions, we needed to start from the fundamentals — media processing boards and media gateways."

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## Solution

Beijing MXTelecom chose Dialogic® products for its CTI applications because of Dialogic's 20 years of telecom expertise, advanced media processing technologies, and proven performance.

In the IP call center solution it developed for the Beijing Telecom Development Company, Beijing MXTelecom used a Dialogic® DM/V1200BTEPEQ Media Board for voice processing and network interface, a Dialogic® DM/V4800BC Media Board for conferencing and fax, and a Dialogic® IPT/1200 IP Board for IP processing. With the seamless PBX-IP connectivity provided by these Dialogic® products, the solution unified call center communication services for both telephone and Internet users.

In the call center it developed for the Beijing Ruixin Tianyu Information Technology Company, Beijing MXTelecom introduced Dialogic® HMP Software for media processing, and a Dialogic® DNI/601TEPHMP Digital Network Interface Board and Dialogic® DNI/1200TEPHMP Digital Network Interface Board for PSTN access. Dialogic HMP Software “looks like” a Dialogic® media processing board to the call center application, but all media processing takes place on the host processor.

In the TICQ platform it developed for Beijing Netcom Company, Beijing MXTelecom built two hot-standby IVR gateways with Dialogic® DM3 Media Boards. One of the gateways consists of nine high-density digital Dialogic DM3 Media Boards and one Dialogic® IPT Board; another gateway has seven high-density Dialogic® DM/V2400A Media Boards and two Dialogic® DM/N160TEC Digital Telephony Interface Boards. With these Dialogic boards, the platform provides comprehensive voice, SMS, and Internet services for end users.

## Results

By adding Dialogic products to its CTI solutions, Beijing MXTelecom has enjoyed two major benefits: excellent performance and outstanding value.

“Dialogic's products support a full suite of media processing features, including voice play and record, advanced conferencing, high-speed fax, and speech integration,” commented Mr. He Jianhui. “Supported by these powerful media processing products, the IP call center we developed for Beijing Telecom Development and Beijing Ruixin Tianyu Information Technology is providing greatly improved service quality and efficiency.”

Besides performance, value is another important advantage. “Nowadays, more and more customers are restricted by tight IT budgets,” explained Mr. He Jianhui. “To be competitive in the market, we need cost-effective solutions. Dialogic's HMP Software can perform media processing tasks on general-purpose servers without requiring the use of specialized hardware, thus significantly reducing the implementation costs of media processing platforms. Take, for example, the media processing platform in the call center application we developed for Beijing Ruixin Tianyu Information Technology. With Dialogic HMP Software, it costs about 40% less than media processing platforms utilizing physical boards, which translates into a large amount of money saved by our customer.”

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## About Beijing MXTelecom Technologies Co., Ltd

Based in Beijing, Beijing MXTelecom Technologies Co., Ltd is a leading CTI solution provider and system integrator in China, specializing in the research, development, and sale of CTI products and solutions. With abundant industrial experience and strong technological expertise, Beijing MXTelecom has successfully launched a series of leading CTI solutions into the marketplace. Its many products include CTI System Integration, Telecom IVR, SS7 Gateways, Call Centers, Telephone Recording and Monitoring Systems, TICQ Systems, Voice Portals, Auto Attendant/Voice Mail Systems, and Fax Servers.

## About Dialogic Corporation

Dialogic Corporation is a leading provider of world-class technologies based on open standards that enable innovative mobile, video, IP, and TDM solutions for Network Service Providers and Enterprise Communication Networks. Dialogic's customers and partners rely on its leading-edge, flexible components to rapidly deploy value-added solutions around the world.

For more information about Dialogic® products, visit [www.dialogic.com](http://www.dialogic.com).

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Information about Beijing MXTelecom Technologies Co., Ltd, its products, and its customers' experiences have been provided for this case study by Beijing MXTelecom Technologies Co., Ltd.