

## Far South Networks' Case Study: Gagasi FM

**Com.X10 PBX provides connectivity and enhanced telecom services**



### Introduction

This case study focuses on the solutions that Far South Networks, in association with Hambisana, provided for Gagasi FM's telephony requirements.

Hambisana is a leader in IT Support and Outsourcing, Broadcast Monitoring Solutions and Managed Services. As a skilled and certified Far South Networks technology provider, they deliver communications solutions to their business customer's utilising Far South Networks' telephony products.

Gagasi FM broadcasts local and international music from Durban to the surrounding areas in KwaZulu-Natal. A key priority for Gagasi FM is clear and reliable on-air communication with its growing listenership.

Gagasi FM utilises the Telos Alliance Radio Solutions equipment at its Durban, KZN studios. This provides radio broadcasters with a range of studio audio solutions. Gagasi FM utilises the Telos Axia solution. It integrates a Radio Console and Mixer with the studio broadcasting service and a Telos VX broadcast VoIP unit for supporting all on-air phones within the studio.



### Problem

- The Telos VX unit supports basic PBX features with limited SIP accounts, making it difficult to integrate into Gagasi FM's main office telephone service.
- In addition, a VoIP Gateway would be required to provide interconnects to both Telkom and Satellite broadband services, which are utilised for redundancy.

### Solution

The decision was made to:

- Consolidate the existing Telos studio system and integrate its studio call-control with a full featured IP PBX, delivering best of class voice and calling service to its studio and office staff.
- In addition, as voice services are so vital to Gagasi FM's operations, platform redundancy was planned within the solution which would provide extended reliability.
- Hambisana recommendation was to integrate Far South Networks Com.X10 IP PBX within the Gagasi FM offices.
- Within the radio station and local office, the Far South Networks Com.X10 was able to connect to six existing Telkom SIP trunks and the Telos Axia system.
- In addition, the new Com.X10 PBX would also deliver:
  - VoIP
  - Additional voice channels
  - Enhanced PBX services
  - As well as backup lines via a satellite last mile connection



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## VoIP & PBX integration with Studio Broadcasting Solutions



### Benefits

All the additional functionality that Gagasi FM benefited from is included by default within the standard product package of the Far South Networks Com.X10 PBX.

Key functionality included:

- Voicemail
- Voicemail-to-e-mail
- Call recording
- Auto-attendant
- Audio conferencing rooms
- Parking lots and call queues, and much more

### Result

As reported by Gagasi FM's Senior Technology engineer, "I was tasked to find a system that worked with both, the office phones and onair system and I am happy to report that we are extremely impressed with the Far South Networks PBX's that were installed. The installation went smoothly and there have been no issues post installation. Ongoing management has been easy, and the units have delivered an ideal voice solution for our environment."

Optional services available in future:

- Atmos, compliant cloud based, call recording: to satisfy any future regulatory issues which Gagasi FM may need to comply with
- Call Center Analyser: to provide call service analytics and real time "wall boarding" of all received calls through the studio as well as to service staff.