



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 Upington, 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.

Why They Chose Epygi

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 Booysen, Information Technology Manager of Ahead Trading.

Cost-Benefit Analysis

With a business case based on long-range cost and reliability, Ahead Trading began its



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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. Booysen particularly liked Epygi's robust features and its straightforward fit with the company's business needs.

Beating Out the Competition

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

uTheta, one of Epygi's Value-Added Integrators, began the Epygi implementation at Ahead Trading's corporate headquarters

in March 2010. The headquarters' site was operational in less than two days, says Booysen.

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, Booysen says Epygi's Quadro16x system is very reliable and requires very few support calls. Booysen 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 award-winning IP PBXs and gateways supporting small businesses to enterprise's telephony needs, is a private U.S. company founded in 2000 and headquartered in Plano, Texas. Reliable, secure, easy to install and use, Epygi's products offer users outstanding benefits and an unparalleled range of features at very economic prices. Customers are able to improve their productivity, lower operating expenses, enhance their image, while affording the latest in telecommunications equipment. Visit us on our website, follow us on Twitter, like our page on Facebook and join our LinkedIn group.