

Customer Challenge

A large supermarket chain with over 80 stores wanted to unify their phone systems, enable communications between the stores and corporate headquarters, and move to a centralized dialing plan. The obstacle was figuring out how they could separate the stores when dialing. Through the power of Aura Session Manager (ASM), a solution was possible!

intlx's Solution

Working with the retailer, intlx Solutions was able to design a solution that would reduce costs, greatly expand upon existing functionality, and add failover options not available on the current design. Due to the cost of rewiring each location, an all-IP solution was not realistic. Instead, Avaya IP Office gateways were deployed and licensed to support SIP trunking back to the Aura Core, allowing this architecture to work with any PBX system that supports SIP.

Digit Conversion for Outgoing Calls from SM

| Matching Pattern | Min | Max | Phone Context | Delete Digits | Insert Digits | Address to modify | Adaptation Data | Notes |
|------------------------------------|-----|-----|---------------|---------------|---------------|-------------------|-----------------|-------------------------|
| <input type="checkbox"/> *+1555123 | *12 | *12 | | *8 | | destination | | Delete leading 8 digits |

Select : All, None

How it works: Session Manager has a feature called digit conversion (above). intlx proposed naming each store starting with 001 (to allow for future growth past 100 stores) as the prefix. When someone wants to call the store manager at Store 4, they would dial 004-XXX. Through configurations in ASM, no matter what location that call was made from, ASM would route that call to the IP Office at Store 4. Once there, the IP Office rang extension XXX on its system, connecting the caller to the store manager. With this method, the customer was able to standardize the dial pattern for all their stores.

Savings: Eliminate excess POTS: ~\$150/store/month
Monthly Savings: ~\$12,000 Annual Savings: ~\$144,000

With Session Manager networking in place, intlx Solutions proposed porting the published phone numbers of the retail stores onto the central centralized SIP trunks at the corporate headquarters locations. Via ASM, all incoming calls could be routed over the customers' intranet to the correct store and all outgoing caller IDs were manipulated for caller ID purposes when outbound calls are made from each store. This process saved the customer money by eliminating the need for analog lines at each store.

```

11:44:29.713 <-----Trying----->
11:44:29.956 <-----200 OK----->
11:44:29.962 <---200 OK-->
11:44:29.964 <---ACK--->
11:44:29.967 <---ACK--->
11:44:30.406 <---BYE--->
11:44:30.409 <---BYE--->
11:44:30.431 <---200 OK--->
11:44:30.433 <---200 OK-->
11:44:30.909 <---Session Progress--->
11:44:30.915 <---Session--->
11:44:31.141 <-----200 OK----->
11:44:31.147 <---200 OK-->
11:44:31.148 <---ACK--->
11:44:31.151 <---ACK--->
11:44:35.450 <---INVITE--->
11:44:35.452 <---Trying--->
11:44:35.453 Remote host is trusted
11:44:35.454 Applied Ingress Adaptation
11:44:35.454 Originating Location found
11:44:35.454 Try routing to determine if emergency call
11:44:35.454 Request Dial Pattern route
11:44:35.454 Dial Pattern route parameters
11:44:35.454 Dial Pattern route parameters
  
```

