



CASE STUDY

Overview

AXA Affin General Insurance Berhad is a joint venture between AXA Group and Affin Holdings Berhad, a leader in Malaysia's financial services industry.

AXA Affin has been focusing on growth in Malaysia and is one of the most profitable in the insurance industry. AXA employs about 700 people in 20 offices all over Malaysia, and services more than 300,000 customers through nearly 3000 agents.

With over 130 years of experience in Malaysia, AXA's expertise ranges from personal, business and health insurances.



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Challenge

With the two companies merging, more than 20 branches nationwide and call centre requirements, AXA Affin was sourcing for a reliable, cost efficient IP telephony platform to consolidate their telephony infrastructure for their 500 users in the Headquarter and the 200 Users in the branches.

Cost effectiveness and hassle free expansion where other key requirements that are important to the company, together with ease of use, centralised management and high availability.

Solution Incorporating and establishing Asterisk as the main telephony platform enabled AXA Affin to achieve and exceed the requirements in an affordable and flexible manner.
Intuittech installed Asterisk in a clustered approach to provide high availability for the headquarters and call centre as well integrated the 20 branches using the VoIP feature.

Asterisk is completely license cost free, this helped to reduce the capital expenditure against other IP Telephony solutions massively. Another important point was the yearly Software maintenance charge of 18% that other IP Telephony providers charge.

With Asterisk there is no software maintenance cost for the whole deployment, making this solution very affordable to maintain and manage providing additional savings on operational expense.

Result AXA Affin benefits from a single telephony platform for all its telephony needs providing efficient, flexible and affordable telecommunication services to its employees.
Reducing the Intracompany call cost to zero nationwide. Every employee enjoys the benefit of calling anyone in any location via their extension number.

About Intuittech Since our inception, Intuittech has been providing quality-assured, end-to-end integrated Asterisk based Telephony and Nagios Monitoring solutions.

With offices in Malaysia, USA, Singapore, Thailand, Philippines, Hong Kong and China, we design, build, implement and maintain cutting-edge telecommunications and monitoring solutions that leverage on the latest in open source technologies to empower our clients businesses, providing CIO's and technology leaders solutions that deliver business results rapidly, are value driven and affordable.

2009 Digium Innovation "Big Biz" Award Winner
2011 APICTA (Asia Pacific ICT Award) Best of Telco Applications Winner