

# An Efficient

AVP offers business

*Through IP Brick, travelling executives can communicate with their home office not only through e-mail and fax services, but also through voice as well via IP telephony. What's more, the costs of the call will be the same as a local one even though the executive may be in London while his office is in Kuala Lumpur.*

Mr. Sevaraja Velautham,  
Managing Director of AVP (SEA),  
- the sole distributor of IPBrick in Malaysia.



# Unified Solution

## Efficiency through IPBrick

**O**ne of the most crucial factors that businesses look for these days when it comes to selecting the best IT solution for their companies is that it offers high performance for great value for money. This is more apparent these days as companies are forced to cut costs without compromising quality and performance to minimise the impact of the ongoing economic crisis. The existence of such a system may seem impossible, but in reality, such a system does indeed exist. The IPBrick for Unified Communications, offered by AVP (SEA) Sdn Bhd, is one such system and Technology Business Review looks at how companies can stand to benefit from the IPBrick.

### The IPBrick Way

In today's globalised business environment, competition is intense and at the same time, economically challenging. It is the survival of the fittest, only businesses that took effective measures and made smart decisions in order to stand tall above their competitors will have a greater chance of becoming successful.

And to be successful, there is a need for businesses to streamline their operations and improve productivity while simultaneously ensuring costs incurred are kept to a minimum. Therefore, this often means that businesses have to make smart, educated choices when it comes to selecting the best, most cost-effective systems that will enable them to achieve maximum performance and productivity.

This is where AVP (SEA) comes in. As one of the leading customer

orientated information security solutions providers in Malaysia, AVP (SEA) strives to constantly provide the latest cutting edge technologies in information security solutions and consultancy that delivers the best results for its clients. Thus, in its search for the ideal solution that fulfils the current ICT needs of businesses today, AVP (SEA) has found it in IPBrick, an innovative solution from Portugal-based IPBrick International.

The Linux-based IPBrick system is a complete integrated server system that offers the lowest TCO (total cost of ownership) due to its innovative "BusinessLogic" graphic user interface administration. With this interface, an organisation can do without the hassle of hiring internal or external experts to keep the backbone of your business running with high availability. Simple yet functional, the IPBrick has set the standards in offering secure, fast

and reliable data transfer processes. Set-up costs are comparably low and the average complete system installation takes just 10 minutes, and once installed, the IPBrick can be used right away. The IPBrick for Unified Communications comes with multiple security layers and the iPortalDoc, which is a user-friendly document and workflow management system.

### Benefit 1: Interoperability

A key feature offered by the IPBrick which most businesses look for is interoperability and compatibility. With the myriad of technologies available on the market today, businesses are spoilt for choice but what they truly want is a single, unified system that offers and does everything rather than a system that requires different software and hardware applications for various functions.

Thus, this is the reason why interoperability is an important consideration for businesses when they look for an overall ICT solution. Just focusing on multiple individual vendors with each offering a singular, specific function will eventually lead to spiralling licensing costs and is risky because some applications will not be compatible with each other or with a particular system. This will certainly pose problems when the organisation decides to

### Key Features of IPBrick

IPBrick, the solution for intranet and communications servers, comes with the following major features:

- Linux automatic installation (5 minutes) without compatibility problems
- Web based function oriented interface
- Integration of intranet and communication services
- Automatic security updates
- Denial of Service Management
- Integration of award-winning Kaspersky Security Tools
- Disaster recovery (15 minutes)
- The current IT structure of your firm can be maintained and integrated
- Integrated enterprise data backup

revamp its network and may scuttle future system migration plans.

Hence, IPBrick is the ideal system as it offers compatibility with standard hardware platforms such as Intel and AMD. The incorporation of Open standard applications further ensures that an organisation does not require additional, specialised hardware or software for most implementations as it will work seamlessly with most, if not all, standard software applications regardless of the type of e-mail client, web browser or office suite that an organisation is using.

### **Benefit 2: Greater efficiency at less cost**

A unified communications system typically integrates most communication mediums such as phone, e-mail, voicemail,

to automate and unify all forms of human and device communications into one common user experience.

For a small business, this is particularly ideal as a Unified Communications System allows for greater communication efficiency that will lower cost and improve current manual processes. Through the unified experience offered by the IPBrick system, businesses are provided with added mobility and convenience when one can conduct “face-to-face” meetings via videoconferencing, thus eliminating costly travel expenses; enabling the storage of voicemails and recordings which can be retrieved any time in the future, thus avoiding miscommunication and lower the cost of long distance calls by leveraging on affordable internet bandwidth to deliver high quality data and voice.

Therefore, for companies to acquire a hassle-free communications network and achieve maximum productivity and efficiency, they should look no further than the IPBrick system.

*For some companies, the adoption of a smart, brilliant ICT solution is all that separates a successful business from the failed ones, and especially in this present economic climate, it is all the more obvious. Thus, the IPBrick for Unified Communications offered by AVP (SEA) Sdn Bhd is a testament of how ICT solutions can play an integral part in helping companies simplify operations and processes while simultaneously improving productivity and helping companies keep costs to a minimum.*

### Intranet Servers

- Email Server
- Domain Server
- File Server
- Proxy Server
- Print & Fax Server
- Terminal Server
- Back up
- User & Machine Management

### Communications Server

- Email Server
- Domain Server
- File Server
- Print & Fax Server
- DHCP & DNS
- VPN
- Web Mail
- Web Server
- FTP Server
- Proxy

### Kaspersky Security Gateway Appliance

- Anti Spam Mail
- Anti Virus File / Mail / Proxy
- Firewall

### Gateway Telephony Server

- VoIP
- IP PBX

### Business Application Server

- Sugar CRM
- E-Learning
- ERP
- iPortalDoc (Document Management System)

### Small Office & Home Office

- Firewall
- VPN
- VoIP
- DNS
- Anti Virus
- Anti Spam
- IM
- Email Server
- Domain Server
- File Server
- Print & Fax Server
- FTP Server



Distributed By :

**AVP (SEA) SDN BHD** (488921-T)

No. 33B, Jalan Jernai 2 (4/21D), Medan Idaman Business Centre  
Off Jalan Gombak, 53000 Kuala Lumpur.

Tel : +603-4025 1536 Fax : +603-4025 1579

E-Mail : sales@avpsea.com URL : <http://www.avpsea.com/>

**For Partner and  
Reseller enquiry  
Please call  
019 - 644 0690**