CASE STUDY

ENHANCED COVERAGE, BETTER CALL QUALITY, IMPROVED ROI

How a leading network security provider upgraded its voice services to improve performance and security for 100,000 global customers – cost-effectively and with minimal disruption

Background

A major Tata Communications customer leads the global network security solutions segment with offices, support and development centres worldwide. Its innovative technology, ASIC accelerated performance and multi-threat capability have revolutionised the sector to deliver real-time network protection for more than 100,000 customers across the world.

Challenges

Previously, the company had been using expensive services from in-country telecom providers to communicate between various centres and its customers. However, the company wanted a 'Follow the Sun' model so its services team could enable global business operations 24/7/365 and follow best-in-class global workflows and handovers. The Europe team, for example, would then be able to pass on jobs to the US team for subsequent handover to Asia-based colleagues.

For 'Follow the Sun' to work successfully, it's vital to combine global workflows with strong collaboration among employees across different geographies. The company's main challenge was to provide a truly integrated communication infrastructure for its dispersed workforce. It wanted to deploy the best voice solution possible and meet business needs by using toll-free numbers to connect with customers in different geographies and intelligently route the business calls within the organisation.

> " To resolve real-life issues, our teams need to coordinate and communicate effectively. For this we require a highly reliable, resilient and cost-effective corporate voice solution. It's previously been quite expensive as it's often meant international calls – especially for customers wishing to reach us after business hours."
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> SECURITY SERVICES COMPANY SPOKESPERSON

Solution

At the same time as approaching Tata Communications, our customer also made contact with other global service providers, regional telcos and in-country incumbent operators. However, Tata Communications' consultative approach to devising a solution offering advanced capabilities encouraged the company to choose its complete Global SIP Connect Service and enter into a strategic partnership.

Global SIP Connect combines high quality of service (QoS) from an MPLS (Multi Protocol Label Switching) based network with a SIP (Session Initiation Protocol) Trunking solution. Feature-rich, it optimises QoS to best suit the business application. For example, Tata Communications' core network prioritises enterprise voice traffic as Class of Service One (CoS1) globally.

Highlights

Scales up easily as the customer's business grows - Compared to legacy options such as TDM (Time-Division Multiplexing), new SIP VoIP (Voice over IP) trunk can be commissioned far more quickly as the process is largely automated. This translates into a successful IP upgrade for the customer's communication services – with minimal business disruption.

Intelligent Call Routing (ICR) based on 'follow the sun' - Incoming calls from various countries are automatically routed for after-hours customer support. ICR is also used to re-route calls in case of overloading in particular regions. A subject matter expert handles every customer, who calls on an International Toll-Free Service (ITFS) or Universal International Free Number (UIFN). This approach leads to high customer satisfaction and improved call experience overall.

Stringent service level agreements - Tata Communications promises and delivers on 'five 9s' service up-time. This means that a customer faces less than a minute of down time per week – the equivalent of just one hour a year.

Benefits

Significant returns on investment
A single network means the company sees reductions in call costs across the organisation. Automated billing and reporting further reduce the cost of management.

Excellent voice quality and rates
Global SIP Connect combines outstanding service and rates – including toll-free connections – whether communicating with customers or business partners.

Enhanced global coverage and redundancy
Tata Communications Global SIP Connect enables 24/7/365 service across multiple time zones – supporting ITFS numbers from 110+ countries and UIFN from 45+ countries. Single vendor coverage ensures business continuity and increases efficiency and productivity.

Full interoperability
Tata Communications' services support any-to-any voice network architecture. This enables direct PBX trunking, which seamlessly interoperates over SIP trunks for PSTN-based ITFS access.

Trusted by our customers
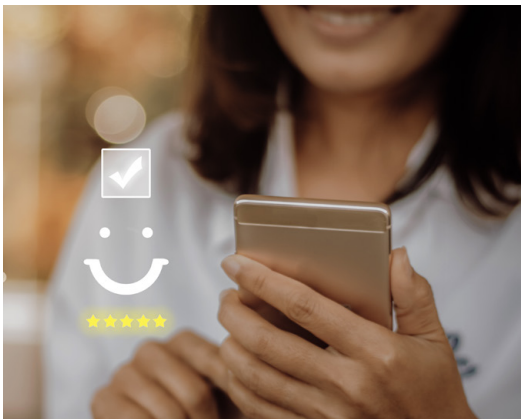
" If the MPLS network goes down, a Public IP network takes over. This means that we have complete redundancy for PSTN access and inter-PBX (Private Branch Exchange) communication."

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" The true value and ROI, however, comes from the increase in efficiency and better customer experience – thanks to features such as ICR, ITFS and UIFN access to our call centres."

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" We get consistent voice quality and performance on a worldwide basis using Tata Communications' MPLS-based VPN, with priority Class of Service (CoS) and Quality of Service (QoS). Its high-level audio means we're able to bridge the distance across offices, enabling effective communication and workflow."

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For more information, please visit us at **www.tatacommunications.com**

Contact us