Large enterprise software company improves communications and reduces cost with SIP trunks

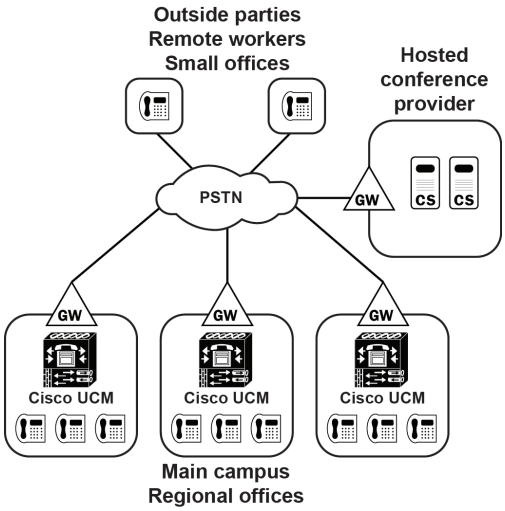
case study

Customer background

This U.S.-based multinational enterprise software company employs thousands of workers in hundreds of offices across the globe. They continuously seek innovative and cost-effective ways to enhance customer interactions, boost employee productivity and improve communications among their highly distributed and mobile workforce.

Customer environment

The customer utilizes a hosted service provider for worldwide audio conferencing. The conferencing service is used by office workers and remote employees as well as customers and business partners. On the company's main campus and in larger regional offices the company's Cisco Unified Communications Manager IP telephony platform was connected to the hosted service provider over a conventional TDM trunking infrastructure. Outside parties, remote workers and employees in smaller offices accessed the conferencing service via the PSTN. Expanding capacity or re-provisioning the TDM infrastructure proved difficult – especially in international locations where adding PRIs could take weeks or even months. The customer desired a more flexible and cost-effective solution which leveraged their private IP data network.



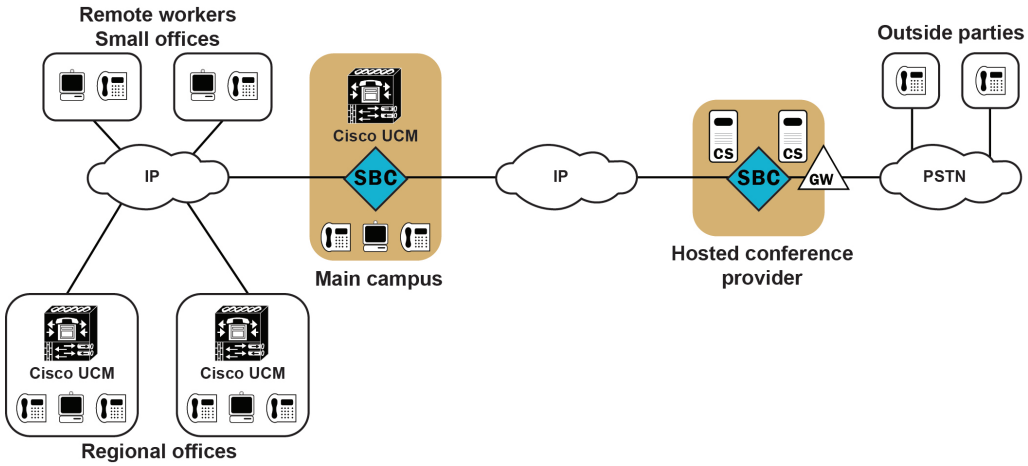
TDM-based infrastructure was costly and inefficient

Business challenge

The company decided to migrate to an end-to-end IP network to reduce telecommunications costs and improve support for remote workers and international offices. They planned to replace their TDM trunks with more cost-effective and flexible SIP trunks. SIP trunks make more efficient use of bandwidth, eliminate unnecessary IP-to-TDM conversions, and can be provisioned more quickly and easily than conventional PRIs. In addition, with an end-to-end IP network, small and home office workers can bypass the PSTN and access the conferencing facility directly over the Internet. But the prospect of an end-to-end network raised a number of potential security, interoperability, and reliability concerns. The company sought an enterprise Session Border Controller (SBC) to mitigate these concerns.

Acme Packet session border controller solution

After an extensive RFP process and exhaustive lab evaluation involving several competitive solutions, including those from Cisco Systems, the company selected Acme Packet Net-Net® enterprise session border controllers as the foundation for their next generation network. The company replaced their TDM trunks with SIP trunks and deployed Acme Packet SBCs to secure and control their SIP trunking borders and to enable secure access for remote workers with SIP endpoints. By leveraging Acme Packet SBCs in the construction of an end-to-end IP network network the company eliminated infrastructure inefficiencies and reduced OPEX without sacrificing voice quality or service availability.



Acme Packet Net-Net SBCs secure and control SIP trunking borders – enable more efficient and cost-effective end-to-end IP communications

Future growth and subsequent applications

Based on the successful implementation of the hosted conferencing application the customer plans to leverage Acme Packet to IP-enable their contact center. The company expects to reduce PSTN termination/origination fees and eliminate service provider take back and transfer charges by replacing their TDM-based contact center infrastructure with a more cost-effective IP network. In addition they plan to institute home-based agents to improve call coverage and reduce labor and facility costs.

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