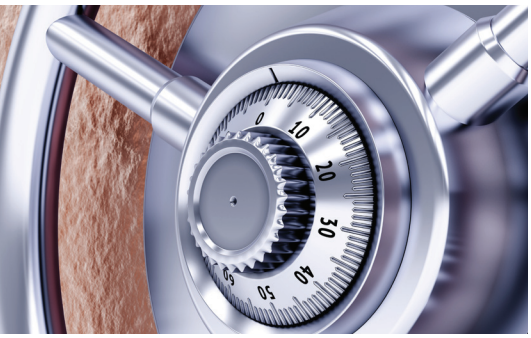
Sonus Networks Case Study

Fortune 500 Bank Migrates Contact Centers to Cost-Effective VoIP Architecture with Sonus SIP Trunking Solution

The Bank turned to a Sonus solution for its ability to terminate many PRI trunks, eliminate bulky, expensive legacy media gateways, and provide an incremental migration path to SIP trunking services.



Customer Description

The Bank is a Fortune 500 financial services institution with a global presence and a diverse portfolio of banking and non-banking services. Through organic growth and M&A activity in recent years, it has greatly diversified its lines of business and expanded its global footprint. The Bank has invested continually in its contact centers, staffing them with thousands of agents to provide its clients with transactional services, new product sales and round-the-clock support. As a consequence of repeated waves of growth, acquisition and consolidation, The Bank's contact center infrastructure now includes hardware, software and application servers from a diverse set of infrastructure vendors, including Avaya, Nortel, Cisco, Genesys and NICE.

Challenge

The Bank was concerned with minimizing equipment and IT management costs while making a smooth transition to IP-based call center technology. The Bank faced a dilemma when it came to balancing TDM vs. IP telephony: they wanted to maximize the useful life of their legacy TDM technology and make a gradual, manageable transition to IP telephony. While The Bank was anxious to leverage new technology services, they realized that a phased migration approach would allow them to better manage the complexity of a network that was geographically dispersed and required signaling interworking between a multitude of vendor solutions including those from Cisco, Nortel and Avaya.

The Bank was also looking for a higher-density media gateway that would be more cost-effective, consume less data center real estate and support its diverse portfolio of carriers and telecom services. Additionally, new government regulations on customer call privacy led to a need for an encryption solution that would not weaken call handling performance. Lastly, the new solution had to support The Bank's plans for future growth and consolidation, which involved combing call agent pools from other lines of business into their primary call center.

Solution

The Bank selected the Sonus GSX9000™ High-Density Media Gateway, PSX™ Call Routing and Policy Server, SBC 9000™ Session Border Controller and Sonus Element Management System (EMS) to solve its call center challenges. Prior to implementing the Sonus solution, the call centers needed 30 media gateways to handle call volume. The Bank replaced all 30 legacy TDM gateways with the much higher density GSX9000 hybrid TDM/IP gateway, and thus reduced data center real estate requirements by 60%. The Sonus solution also provided redundancy to protect against equipment component failures, more cost-effective voice packetization and simultaneous support for both new and old trunks (PRI and SIP). This allowed The Bank to begin a gradual, manageable, non-disruptive migration from circuit to packet carrier services.

> The Sonus GSX9000 delivers much higher density for PRI termination, eliminating the legacy media gateway entirely and reducing data center real estate requirements by 60%.

In response to increased call security standards, The Bank deployed the Sonus solution to provide high performance hardware-based signaling encryption on all calls to ensure call privacy without adversely affecting call quality or call handling performance. The Sonus solution also improved The Bank's contact center reliability and resilience. Redundancy features in the Sonus media gateway ensure continual delivery of contact center voice services even when internal voice infrastructure components fail. Sonus call admission control capabilities also protect The Bank from overload conditions that might adversely affect contact center availability or call quality.

Looking forward, the Sonus solution provides the added capacity needed to support contact center consolidation. In The Bank's plans to eventually consolidate contact center agents from other lines of business into its primary contact centers, it needed adequate trunk termination and call routing capacity. The Sonus solution not only met The Bank's performance requirements, but can handle 10x the required number of calls per second.

Results

The Bank's deployment of the Sonus solution made a potentially costly and disruptive migration from TDM to IP telephony cost-efficient and manageable. In replacing their legacy low-density media gateways with the Sonus GSX9000 high-density media gateway, The Bank saw a 60% savings in data center real estate, plus further savings through the elimination of carrier transcoding charges. The solution's hardware redundancy and call admission control features bolstered The Bank's contact center business continuity by improving its ability to recover from equipment failures and handle overload conditions. In addition, The Bank addressed government-mandated privacy issues through the Sonus solution's high-performance, hardware-based call encryption.

Products	Highlights
> Sonus GSX9000 High-Density Media Gateway > PSX Call Routing and Policy Server > SBC 9000 Session Border Controller > Element Management System (EMS)	> The Bank wanted to leverage its legacy TDM telephony while transitioning to IP telephony. Additionally, they wanted to consolidate their other agent pools into the central call center. The Bank needed new gateway technology to handle call volumes during peak calling periods, and encryption that would ensure their network supported government-mandated call privacy requirements. > The Bank deployed the Sonus solution and quickly reduced their real estate requirements and IT management costs. The solution provided The Bank with continuity and redundancy in the event of failed equipment, and also ensured that The Bank could handle peak call volumes and meet future goals of call center consolidation across their enterprise.

About Sonus

Sonus Networks, Inc., providing network transformation through IP communications technology, is leading the evolution of communications networks to support the multi-device demands of today's digital lifestyle. Sonus solutions and services enable carriers and enterprises to gain network awareness and new multimedia capabilities essential to retaining and expanding their subscriber base. Through standards-based interoperable solutions and services, Sonus extends the investments made in traditional networks by enabling operators and large enterprises to seamlessly migrate to next generation technology and deliver the secure, reliable, scalable and cost-effective network needed to grow their business.

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Printed in the USA 05/12 CS-1152 Rev. B