

# ZCS Enterprises



## CUSTOMER

A service industry company with 60 employees



## CHALLENGE

- Increase current bandwidth
- Add in a redundant internet option for failover/back-up
- Ensure changes don't negatively impact a move off of the current hosted PBX and/or hosted contact center providers
- Keep costs consistent with the current budget
- Consider an alternate managed and hosted PBX solution for about 40 users and a hosted call center solution for about 25 users



## OUTCOMES

- Increased from 60 MB to 100 MB
- Moved from wireless to wired connectivity
  - New set of bandwidth
  - Managed failover
- Easily expandable base for both internet needs and the freedom to work BYOB SIP

## The Relationship

ZCS Enterprises was retained by a service industry customer who was in need of a telecom analysis and added services.

## The Challenge

At the initial meeting, it was discovered the customer had a 60 MB dedicated, fixed wireless circuit without redundant office internet. They were using a hosted PBX delivered on its own two T1s with about 40 users and a hosted contact center solution (from another carrier) with about 25 users. Their bandwidth contract had just expired, but both their voice contracts had a little over a year left.

**We identified both short- and long-term goals.**

### Short-term Goals:

- Increase current bandwidth from 60 MB to 100 MB.
- Add in a redundant internet option for failover/back-up.
- Ensure changes don't negatively impact a move off of the current hosted PBX and/or hosted contact center providers.
- Keep costs consistent with the current budget.

### Long-term Goals:

- Consider an alternate managed and Hosted PBX Solution for about 40 users.
- Consider an alternate managed and Hosted Call Center Solution for about 25 users (with callback or virtual hold as one of many strongly desired features).
- Consider access delivery for quality and uninterrupted service.

## The Solution

Increasing bandwidth and adding in redundant internet while maintaining their budget was a challenge, but not the main concern. The main concern was internet. How could we increase internet now—with a plan to take over the VoIP services in a year?

A decision needed to be made to determine which carrier could deliver quality voice. Bring your own bandwidth was not the recommended method for solid VoIP, however, limiting internet from standard providers was crippling the option for savings. It also created the complication of converting a circuit to private IP or otherwise in the future.

A concern with bring your own bandwidth is inbound QoS because quality can be questionable. In the end, the solution was Big Leaf SDN solution. They allowed the customer to offset some current costs, meet current needs, and setup a solid platform to provide freedom for future VoIP sales next year.

## The Outcome

They wanted redundancy and would have had to work with their third party vendor for management, as well as purchase a carrier router, or pay their 3rd party IT for one (and management of it). We wrapped everything in one.

The customer decided to add a Time Warner (which is in the same building) Business Class dedicated fiber, 100 MB circuit. This allowed for extremely aggressive pricing options. They also added a 50 MB symmetrical U-verse circuit for diverse redundancy and a 100 MB Big Leaf solution because it precludes the need for a carrier managed router. This brought the immediate benefit of managed same IP failover and savings on third party IT costs.

Dynamic QoS and Intelligent Load Balancing sets the platform to leisurely shop bring your own bandwidth options and expect full quality with inbound QoS as well—whichever delivers over the best of two circuits at any given moment.

Ultimately, the customer bumped from 60 MB to 100 MB, moved from wireless to wired, and achieved a whole new set of bandwidth. The customer also managed failover and an easily expandable base for both their internet needs, and maintained the freedom to work BYOB SIP in a few months.

Additionally, now when we do work VoIP, we no longer need any of it delivered on a dedicated carrier circuit—which will continue to increase their future savings. Overall, they increased from 60 MB to 100 MB for only an additional \$200.