Global Business

Customer Testimonial

Managing a Global Business

Our client is one of the world's leading international commodity traders, specialising in the oil, minerals and metals markets, with offices in 58 countries in Europe, Africa, Asia, Australia, and North, Central and South America.

Challenge

The company was looking for a partner with service credibility and with a flexible and agile approach. They wanted to work with a customer focused communications organisation where they were considered to be an important part of their business.

They were also looking to achieve operation efficiency and find innovative ways of reducing costs. 4net were not just able to fit these criteria - they also had the flexibility needed to work in the demanding and dynamic environment in which the global business operated.

Solution

The fully managed service solution delivered by 4net supports the company's Avaya infrastructure covering 68 global locations and supporting 7000 users worldwide. It incorporates 4net's ESP Managed Service, staff on-site and a road-map to develop and deliver the company's aggressive growth plan.

4net's agile and flexible service offering delivered on the exact needs of the customers' business, but provided for future scalability and enhancement. To enable this, 4net built a Virtual Team form the central management core of the estate and to effectively develop future plans.

Whilst the customer's London head office is the hub of the Avaya estate, with software and configuration managed centrally, it was imperative that the

international sites were supported with the same degree of care as those in the UK. To ensure that they fulfilled their obligations, 4net worked closely with the Aura Alliance. The Aura Alliance is an international group of Avaya Business Partners working together as a single organisation to provide global support for multinational enterprises. By maintaining consistent service levels, prices and technical skill across all countries, the Aura Alliance enables 4net to simplify the administration of the customer's global support and projects and ensures the most cost-effective and seamless solution for the management of international sites.

As part of the 4net service solution an on-site engineer was based at customer's head office to be first line support for them during UK working hours although fully supported by the 4net service team. The engineer works closely with the company's helpdesk team based in India, and supports this internal resource.

Outside of working hours, requests are handled with by 4net's 24/7 helpdesk, who manage all the configuration and software of the Avaya estate centrally, through the 4net ESP software management platform. ESP provides proactive monitoring, including capacity management, call quality and alarm monitoring to ensure maximum availability, reliability and uptime of the Avaya estate.

A number of key elements make up the core of the 4net solution for delivering projects and enhancement of the company's Avaya estate. Firstly having a consistent dedicated team including Account Manager, Technical Authority and Project Manager with regular communication ensures that the

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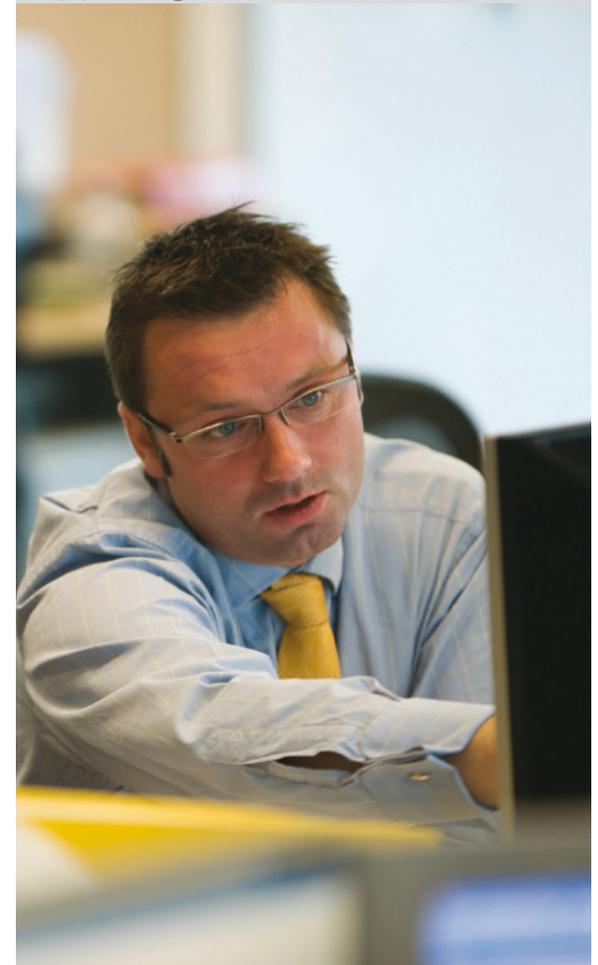
business receive a continual consistent approach to the development and enhancement of the estate.

A dedicated Project Manager following a proven methodology means that the customer is kept informed of all project developments and have a central point of contact for the deployment of new sites, applications et cetera.

A dedicated Technical Architect, with years of experience designing and enhancing Avaya enterprise solutions means that 4net continually educate and advise to support the customer's strategy. Working closely with the Account Manager, who manages the relationship with the customer, the Technical Architect's role is to understand the detail of the business and how the Avaya technology can impact on this.

The final member of the virtual team is a dedicated internal account manager provides quick response on urgent general queries and commercial and sales requests.

Lync OCS project

The customer is planning to implement Lync 2013 which will interoperate with the Avaya via both SIP trunks and NET appliance trunk side.

Avaya have launched their Client Applications portfolio that includes client side integration into Microsoft Lync.

4net have already performed integration tests within their lab environment and have successfully integrated Microsoft Lync with their Avaya Communication Manager.

This integration allows Click-to-call from Microsoft Lync or Communicator, Microsoft Office, or Internet Explorer lets users control their Avaya desk phones, other phones such as mobile or home phones,

or make PC "VoIP" calls from these desktop applications.

A client side integration to the desktop, it allows the OCS client to register to the CM as an H323 station. It can be used either in Road warrior mode (speech through PC/laptop) or in a Phone Control mode (speech through existing handset).

It also allows additional features such as :

- **Dial from Outlook Contacts**
- **Dial from Internet Explorer (either number recognition or swipe to dial)**
- **Dial from MS Office applications**

The screenshot below shows the test integration that 4net have implemented. Please note the Avaya add-on at the bottom of the Lync client
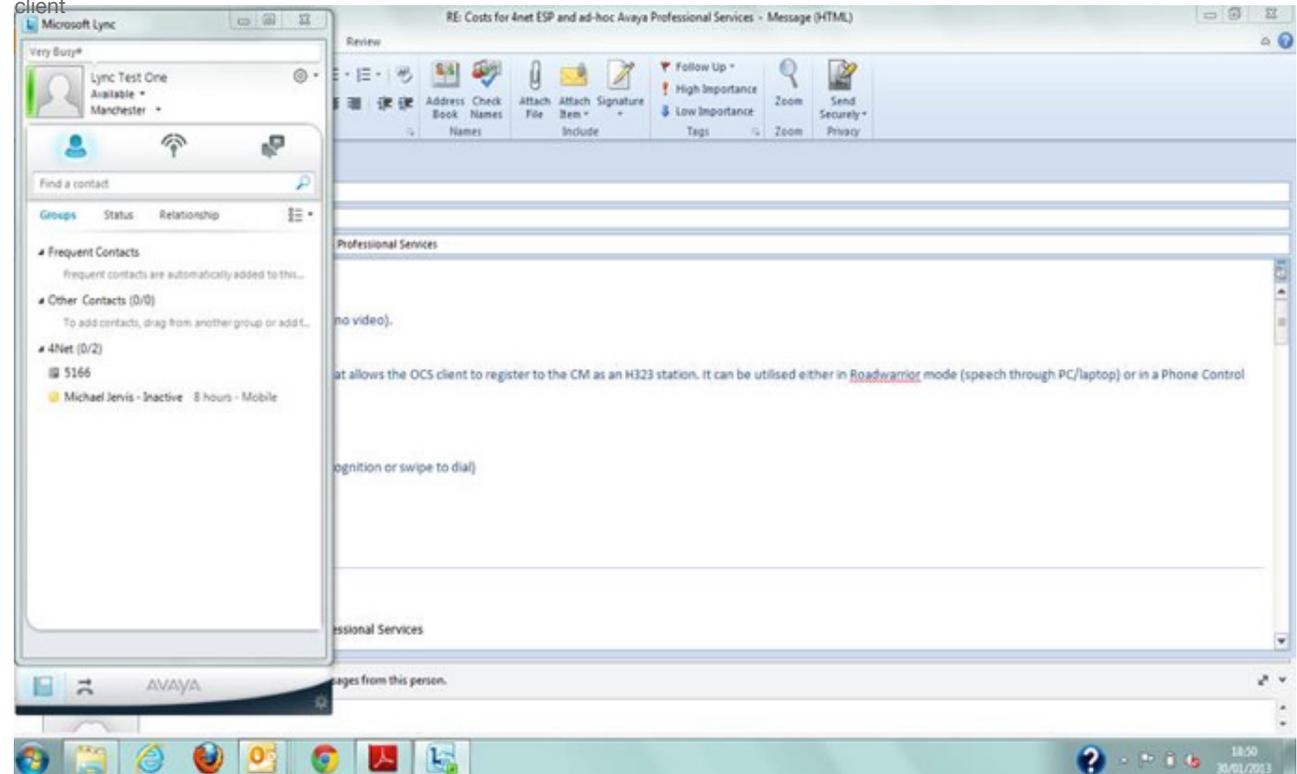
Benefits

Within a very short space of time the ESP Managed Service was able to identify a wide range of areas where the customer could make changes, efficiencies and savings.

We identified around 1,000 unused licences which equates to approximately £150,000 of licences that the customer had no need to purchase.

The implementation of ESP has also meant that 4net no longer has to go to site to audit the customer's system, which eliminates the cost of site visits. This enables them to reduce maintenance costs by approximately 15% - which makes 4net's maintenance more cost-effective solution.

In more technical detail, a 2 hour ESP implementation identified

Configuration Manager

Within 24 hours:

– **8628 UC assets in 75 different locations across 5 continents**
– **160 trunk-groups**
– **8121 stations**
– **12 Port Networks**
– **75 Media Gateways, 68 with LSP**

Every IP address, MAC Address, Serial Number, Software and Firmware Version captured.

Capacity Manager

Within 24 hours every Configuration Item and how they work together is understood. Now every Configuration Item can be measured:

– **QoS Performance**
– **Bandwidth**
– **Storage**
– **Usage**
– **Activity**
– **Consumption**
– **Occupancy**
– **Events**

As-built schematics automatically drafted and kept current

Availability Manager

The customer's previous support organisation was not proactively managing their environment which meant incorrect configuration, faulty hardware, out of date software and network issues:

– **212 Major Alarms detected in the first few days of operation**
– **43 Trunk-groups causing repeated alarms through misconfiguration**
– **6 Media Gateways with incorrect settings causing frequent deregistration**
– **8 Media Processors with improper settings causing VOIP issues**
– **Faulty hardware items identified**
– **Release Manager**
– **1172 items identified as in need of upgrade**

Within a very short space of time the **ESP Managed Service** was able to identify a wide range of areas where the customer could make **changes, efficiencies and savings**.

Why 4net

4net fully understand the complexity and challenges global business face when managing their IT and telecoms systems across multiple locations. These range from logistical challenges to language barriers. With our expert UK support team, and through our partnership with Aura Alliance, we believe we have the perfect support solution for our Global customers.

Providing support on a global scale needs a partner who not only understands the core and enterprise technology, but how to seamlessly manage multiple partners in multiple locations across multiple time zones.

For further information on 4net please call
0333 323 0700 or visit www.4net-technologies.com

Customer Testimonial

'As part of a cost reduction and service improvement exercise across our telephony estate, we went out to tender to find a supplier who could support and develop our global Avaya platforms and applications. .

We wanted a partner that had the highest Avaya expertise and service credibility along with a flexible and agile approach that could support our extensive Avaya voice network. It is important to us that we work with a customer focused communications partner, where we are considered to be an important part of their business. We also wanted to achieve operation efficiency and find innovative ways of continually reducing costs

4net fitted our exacting criteria with the flexibility needed to work in the demanding environment in which we operate.

4net now provides a £multi-million, fully managed service to our organisation that covers 68 global locations, supporting 7000 users worldwide. The solution, which supports our Avaya infrastructure, incorporates a 24/7 Avaya Helpdesk, 4net's ESP Managed Service and dedicated on-site resource. Within a very short space of time the ESP Managed Service was able to identify a wide range of areas where our business could make changes, efficiencies and savings.

As well as supporting the global projects team with new deployments across the world, 4net work closely with our telecoms team to provide on-going improvements in the core telephony environment, increasing resiliency and efficiency, in line with the business and IT infrastructure roadmap, to help deliver the company's aggressive growth plan.'

Global Head of Infrastructure
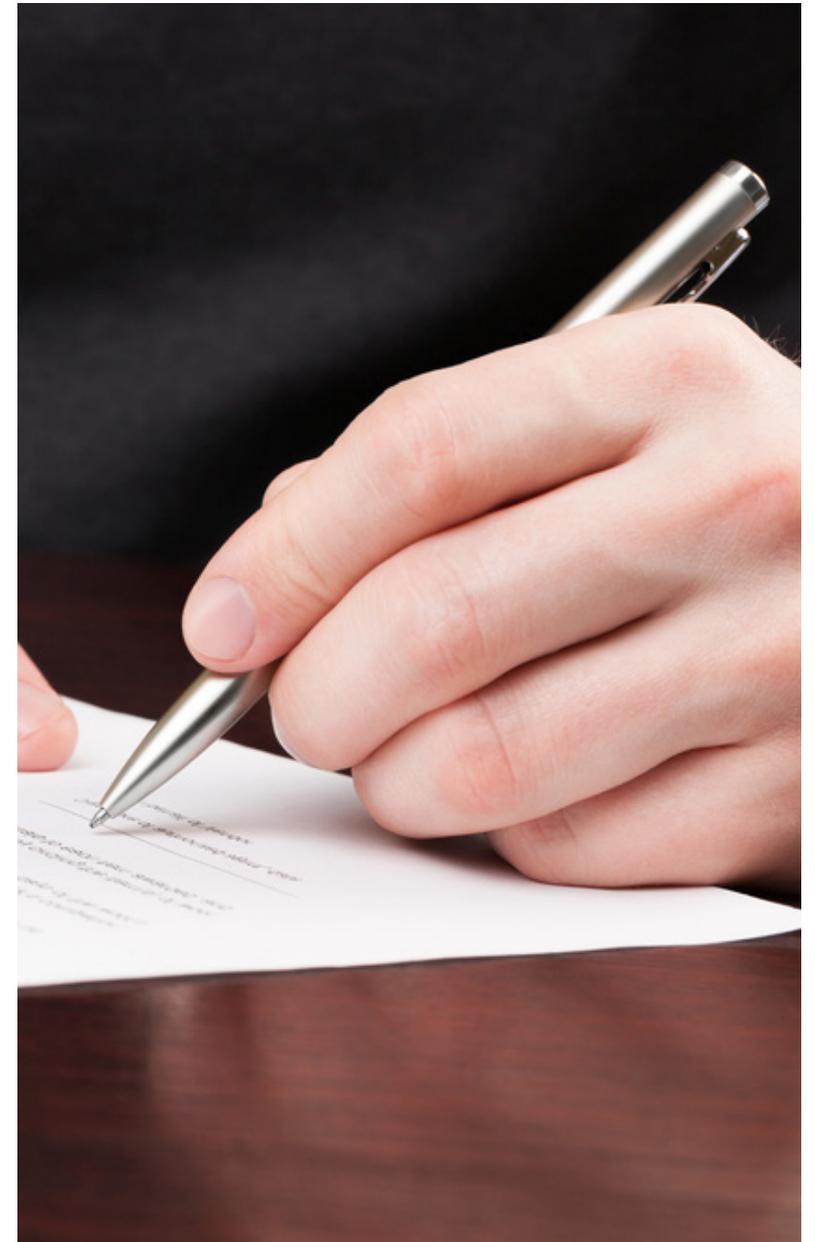
4net's powerful combination of service excellence and technical expertise makes us the partner of choice for organisations who want to transform the way they communicate with customers, staff and stakeholders, reduce costs and gain competitive advantage.

Our contact centre, unified communications, managed services and telephony solutions are designed to address today's complex business challenges, helping you to respond to your customer and staff requirements.

From simple IP Telephony Solutions to Virtual Contact Centres, from Unified Communications to Cloud Services, we partner with best in class vendors such as Avaya, Cisco and Shoretel to deliver a solutions portfolio that will address today's changing workplace and build tomorrow's future, making 4net the preferred communications partner for many businesses across the globe.

4net

TECHNOLOGIES