

CASE STUDY



Service Quality Matters™

Brix Networks Helps Leading Financial Service Firm Build Client Trust by Assuring Service Quality

INDUSTRY

Financial Services

ORGANIZATION

Leading financial service provider

BUSINESS PROBLEM

In the process of a major transition from a legacy TDM voice network to a next-generation IP telephony network built on MPLS, this financial service provider needed to maintain its client trust and provide quality services

BRIX SOLUTION

SOFTWARE:

BrixWorx™—Service assurance and performance management software engine

HARDWARE:

Brix Verifiers— Supports automated testing and live call monitoring

KEY BENEFITS

Combining automated testing and live call analysis, the Brix System is monitoring and measuring the performance of the IP telephony service rollout to ensure quality throughout the deployment lifecycle.

For one of the world's leading financial service providers, maintaining the trust of its clients is its highest priority. At the forefront of this effort is an organizational-wide emphasis placed on an extremely high-level of customer service that the company has built its reputation on. With every investment, its clients have faith that the company is looking out for their best interests. In return, it is very important for this financial service provider to continue building a level of trust with its clients in every service that it offers.

This customer service philosophy is also shared by the company's technology infrastructure services group, which acts as a service provider for the other divisions. Every application upgrade and new service rollout is designed to strengthen customer service.

Currently in the midst of a major IP telephony project, the technology infrastructure services group is taking every measure necessary to ensure quality and maintain its client trust. While the VoIP project promises more features and functionality that will further enhance clients' experiences, deployments of this magnitude represent a huge financial investment and carry a significant risk.

As the company transitions its voice services from a legacy time-division multiplexing (TDM) network to a next-generation IP telephony network, the expectations are that VoIP quality will meet or exceed that of traditional voice services that have been in place for years. The motivation for the transition is two-fold: reducing operational costs, and offering enhanced, quality-assured client services.

The transition from TDM to IP telephony is much more complex than just changing PBX systems. For this company, a major infrastructure upgrade was first needed as the technology infrastructure services group deployed a next-generation MPLS network—the foundation for new, innovative IP applications and services.

"Representing such a daunting project, we decided on a two-phase deployment approach. First, we focused on the core upgrade to MPLS so that we could eliminate costly transfer connect charges," said the company's director of technologies. "We're now in the second phase of transitioning our call centers to deliver VoIP to the desktop."

"Brix is helping us eliminate the fear, uncertainty, and doubt of rolling out a new complex service."

With so much importance placed on customer service, the technology infrastructure services group made performance monitoring and service quality assurance a vital component from the onset of the project.

Poor call quality, dropped calls, and busy signals would not be acceptable and could severely impact customer service and client trust. As a result, the search was on for a best-in-class quality assurance solution that could help in the IP telephony transition and provide ongoing VoIP service performance monitoring to proactively troubleshoot problems throughout the network before impacting clients, and

continually ensure a high-level of quality standards.

“The vendor we chose was Brix Networks,” said the director of technologies. “While the company’s Brix System service assurance solution certainly met our primary selection criteria, we were extremely impressed by Brix Networks’ customer base of top tier telecommunications carriers. We knew Brix took availability seriously, and was the only solution we looked at that was NEBS certified and a true carrier-class system.”

The Brix System met the primary requirement for a service assurance solution that supported integrated automated testing and live call monitoring and analysis. What set Brix apart from the competition was its purpose-built appliances (Brix Verifiers), central-site software (BrixWorx), rich alarming and key performance indicator (KPI) thresholding, and open architecture to meet the unique needs of this global financial service provider.

“Throughout the entire IP telephony project, Brix is helping us eliminate the fear, uncertainty, and doubt of rolling out a new, complex service,” stated the director of technologies. “We started using Brix to conduct simulated tests to verify our network infrastructure could meet the quality requirements of the new voice service. Now, we are using a combination of automated tests and live call monitoring, and correlating the metrics to proactively troubleshoot problems and continually ensure service quality.”

By measuring and monitoring end-to-end service performance from the onset, Brix has enabled the technology infrastructure services group to become an effective preparer as they roll out the IP telephony service with confidence. One of the keys to success is the ability of the Brix System to automatically trigger a series of simulated tests when a live call alarm or degradation threshold is exceeded. This unique functionality allows the technology infrastructure services group to proactively maintain service quality by quickly pinpointing and repairing problems before clients are ever impacted. The underlying strategy is to see it prior to clients hearing it and take immediate corrective action.

As this financial service provider continues to roll out IP telephony services to all of its locations, Brix will continue to play a vital role in guaranteeing quality throughout the service lifecycle. Additionally, there are plans to offer more innovative IP applications and services throughout this enterprise, such as interactive IP video.

Having proved its importance in this initial project, Brix Networks will be the converged service assurance vendor of choice for future service rollouts — helping this company preserve its reputation built on trust.

ABOUT BRIX NETWORKS

Brix Networks is the leading provider of converged service assurance solutions that allow the world’s largest service providers and enterprises to offer reliable and high-quality experiences in voice, video, data, and mobile services to their customers, partners, and employees.

The company brings a proven heritage of IP expertise unique to the service assurance marketplace, and collaborates closely with its customers and partners to assure the delivery of any IP-based service, over any network, to any endpoint. Brix Networks’ seamlessly integrated hardware and software products, collectively called the Brix System, are converged service assurance solutions that proactively monitor IP service and application quality. Network operators use the Brix System to guarantee the successful launch and ongoing, profitable operation of their various IP services.

The company also offers selfservice testing portals (www.TestYourIPVideo.com and www.TestYourVoIP.com) that enable users to independently measure the quality they are receiving from their interactive IP-based video and VoIP services.



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