MANUFACTURING

MANUFACTURING SUPPLIER BEATS "LAST MILE" NETWORK CHALLENGE WITH VOCAL IP SD-WAN

OVERVIEW:

Companies operating in rural areas often must make the most out of inadequate technology infrastructures, as more remote locations enjoyed increasingly limited access to cable, DSL, and other high bandwidth Internet services. This Vocal IP customer, a widely distributed manufacturing and shipping enterprise based in North Carolina, faced a costly and growing problem. They lacked visibility into the computing infrastructures of their branches, had no extension-dial ability between them, and faced severe reliability problems in their more rural and remote sites.

PROBLEM:

In the telecommunications world, the challenge is commonly called the "last mile problem". While more populated metropolitan areas receive the lion's share of new computing and telecommunications infrastructure, those technology investments fall sharply as the networks extend more deeply into rural and remote locations. Customers operating in those regions – at the "last mile" – often are forced to struggle with badly outdated (or even nonexistent) services that companies in cities take for granted.

In this case, the network failures faced by this growing company had reached an intolerable level. Most of their branches were located in rural areas, and the lack of next-generation telecom infrastructure in these regions in turn created constant outages and low transmission quality. As a provider of manufacturing equipment and supplies, they knew that reliable customer service was the lifeblood of their business, and that their inability to fully serve these branches was a growing problem.

Their IT team knew that they could invest in very expensive infrastructure options to meet these challenges. However, budget concerns meant that this simply wasn't an option, as the cost would be prohibitive and the investment would ultimately prove risky. They needed a simpler voice and data solution that delivered the benefits of a high-cost infrastructure build-out, but one that worked within their budgetary requirements.

SOLUTION:

Once the Vocal IP team was able to fully audit and analyze their existing infrastructure, we saw that this customer was a natural and obvious candidate for our resilient SD-WAN platform. Utilizing this virtual network solution, we could locate low-cost Internet connections at each branch location and integrate them virtually, creating the end benefits of a high-end network infrastructure without the exorbitant costs or risks. We could then create a tunnel via the SD-WAN to a virtualized firewall (FWaaS) solution, providing robust traffic filtering and intrusion protection at every location, but with a single centralized set of management policies that could be managed via a comprehensive web-based portal.

Once in place, this new virtualized network would be the new home of a Vocal IP Cloud Voice phone system. This customer would then instantly enjoy the benefits of a next-generation telecom platform, starting with consolidated extension-dial across their entire 15-state organization.

Finally, Vocal IP was able to consolidate the billing of their many ISP, PBX, PRI, and SIP trunking services into a single monthly invoice, providing the tools they needed to take firm command of their telecommunications investments and to plan the future expansion of their growing business.