RETAIL (E-COMMERCE) CASESTUDY

COMPANY : McFadyen Solutions

PRODUCT : SIP Trunk

HIGHLIGHT : Reduced cost of international business calls

Our client is a leading digital agency that implements large-scale digital commerce and digital marketing solutions. They are the market leader of Oracle Commerce (ATG & Endeca) solutions such as strategy and solution analysis, design, development, testing and ongoing maintenance. Project complexity runs the span from simple implementations with little integration, up to complex, customised designs integrated with dozens of internal and external systems, Oracle Commerce Cloud (OCC), Oracle Marketing Cloud (OMC), and Amazon Web Services (AWS).

Our client's hybrid onsite/ offshore delivery model has team members spread across multiple continents to offer customers the competitive advantages of follow-the-sun development and world-class quality at reduced costs. They have been in operation for 30 years and have extensive experience with global business and the know how to make agile delivery possible for their clients.

The Requirement

Our client needed a high quality enterprise infrastructure for Unified Communication that would integrate seamlessly with Outlook communication platform, and Polycom video conferencing system leveraging MPLS and SIP Trunking technology.

Connecting employees who may work from various locations with their primary means of connectivity being mobile, email, cloud, and VPN's was a necessity. In addition, secure data transmission across global offices through MPLS circuit with last mile support from Tata Docomo Business Services was also part of the mandate.

The Challenge

McFadyen Consulting has 8 offices spread across the US, Brazil, and India. McFadyen was using different platforms for international calls, while a PRI line was being used for calls within India. A 3rd party application was used for conference bridge services. The diversified platforms made it difficult to manage and the cost of operation was also high.

Solution

Tata Docomo Business Services provided last mile support to MPLS, and also provided Internet Leased Lines and domestic SIP Trunks in Kochi (Cochin) and Thiruvananthapuram (Trivandrum) that integrated PSTN dialing to client communication servers and Polycom conference system. Employees appreciated its ease of use and simplicity which led to improved productivity and enhanced team collaboration.

Benefits

The client benefitted greatly from digital transformation brought in greater employee satisfaction, enhanced team collaboration and infrastructure optimization thanks to the seamless data connectivity offered by Tata Docomo Business Services.

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