

AUDIOCODES CASE STUDY

IGATE

Speed.Agility.Imagination

Customer: IGATE

Website: www.igate.com

Location: India

Industry: Telecommunications

Customer Profile:

Based in India, IGATE is the first fully 'integrated technology and operations' (iTOPS) firm with a global services model.

Challenges:

Improving customer satisfaction by rapidly detecting and fixing voice quality issues in a multi-vendor global VoIP network.

Solutions:

Session Experience Manager (SEM)

Benefits:

- Real-time network voice quality monitoring
- Rapid identification of problems on the network
- Shortened response times for reported problems
- Identification of trends and prevention of network problems before they occur
- Increased customer satisfaction as higher levels of voice quality are maintained

IGATE Case Study

Real-time Voice Quality Monitoring for a Global IT Services Company

After migrating its infrastructure to entirely IP-based platforms, global IT services company IGATE needed a centralized system to monitor call voice quality and provide alerts when levels dropped and calls failed. By deploying AudioCodes Session Experience Manager (SEM) voice quality monitoring tool, IGATE has increased its troubleshooting abilities and reduced its response times resulting in greater customer satisfaction.

Background

Based in India, IGATE (www.igate.com) is the first fully "integrated technology and operations" (iTOPS) firm with a global services model. IGATE enables its clients to optimize their business through a combination of process investment strategies, technology leverage and business process outsourcing and provisioning. The company has leveraged its deep understanding of diverse business challenges faced by global enterprises, coupled with thought leadership in IT, and process/operations excellence in building the iTOPS framework.

Challenges

As a leading innovator in the field of telecommunications, IGATE had made the transition from TDM to SIP connectivity a number of years ago, replacing its obsolete Nortel switches with AudioCodes Mediant 3000 high availability media gateways. A description of IGATE's highly successful migration to an IP infrastructure can be found in an earlier case study published on AudioCodes' website (www.audiocodes.com/case-studies/igate).

With thousands of calls passing through IGATE's global voice infrastructure every day, one particular challenge facing the company was monitoring voice quality. Even with systems from leading vendors such as Cisco, Avaya and Microsoft, many factors can lead occasionally to calls being dropped suddenly or voice quality below acceptable levels. IGATE had no mechanism in place for monitoring its SIP-based voice network or reporting problems as they occurred across the network and no easy way of troubleshooting and determining the causes.

"Our success is based on our customers' ability to communicate clearly and reliably with their own clientele," explained Jayant Jayaram Varadarajan, AVP of Global Telecom and Networks at IGATE. "A bad call can result in a loss of business so it was crucial for us to implement a solution that could monitor voice quality and alert our Network Operations Center (NOC) staff promptly when problems arise," he continued.

The solution selected by IGATE for voice quality monitoring was AudioCodes' Session Experience Manager, part of AudioCodes' One Voice Operations Center suite

“With a wide range of systems active in our network, SEM greatly simplifies troubleshooting by enabling us to pinpoint the causes of problems and act on them rapidly.”
Jayant Jayaram Varadarajan, AVP of Global Telecom and Networks at IGATE

Solution

The solution selected by IGATE for voice quality monitoring was AudioCodes' Session Experience Manager (www.audiocodes.com/SEM), part of AudioCodes' One Voice Operations Center suite of voice management tools.

Based on an intuitive GUI, Session Experience Manager (SEM) provides IT managers with a comprehensive overview of the enterprise voice network's status, quality, call control and volume. SEM collects a variety of call data and statistics which it presents in an intuitive graphic dashboard format. When user-defined thresholds are exceeded, SEM triggers alarms to notify system operators in real time. SEM also generates a wide range of statistics and reports enabling call trends to be identified. Subsets of the network can be examined in isolation, and within just a few clicks, the IT manager can not only drill down to individual calls, but can also analyze specific trends within those calls.

Located centrally at IGATE's NOC, SEM has significantly reduced the time needed to detect and resolve voice quality issues, even if the problem occurs at a remote location. The system enables NOC staff to monitor exactly what is happening at all points on the network remotely in real time.

“SEM's ability to break down calls into individual legs as they pass through the different platforms within our network is a huge benefit for us”, commented Mr. Varadarajan. “With a wide range of systems active in our network, SEM greatly simplifies troubleshooting by enabling us to pinpoint the causes of problems and act on them rapidly.”





Results

With SEM now in full operation, IGATE is able to get a clear and up-to-date picture of the status of its international VoIP network at any given time. From its centralized NOC in India the company can rapidly identify drops in call quality and act promptly to resolve any existing or potential issues.

Jayant Jayaram Varadarajan is delighted with the positive results IGATE has experienced since deploying SEM. “With SEM’s real time alerts and the ability to accurately identify and locate problems, our response times have shortened and the need to escalate issues has decreased,” he said. “This has improved our ability to deliver high class service to our outsourcing customers for whom enhanced voice quality can make the difference between success and failure.”

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Jayant Jayaram Varadarajan, AVP of Global Telecom and Networks at IGATE

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