



Powerful STRATEGIES for driving great RESULTS

Reducing Carrier Costs and Streamlining System Management

The Big Story:

This finance organization will realize a 65% reduction in carrier fees, a 70% footprint consolidation, and substantial savings on IT support time and costs

The Avaya Solution:

- Avaya Aura™ Session Manager

Scenario

A global finance organization was incurring huge carrier costs, with an effective rate of almost \$.022 per minute. System management was complex and time-consuming because each of the company's 43 top- and middle-tier sites had its own inbound and outbound trunking, and each switch utilized a unique dial plan. The organization had already invested heavily in initiatives aimed at leveraging the internal IP network more effectively, especially for site-to-site calling, but the efforts were largely ineffective. The situation became more critical as global economic conditions worsened and stricter cost-control measures were mandated by management.

Avaya Aura™ Session Manager is delivering a solution that involves SIP routing, trunk sharing, and international tail-end hop-off strategies (which enable the organization to route a call anywhere on the IP network with entry to the PSTN at the closest point, so that only local charges apply). In addition to providing cost savings and streamlined management, the new infrastructure simplifies the deployment of new unified communications and media applications.

Payback Results and Other Benefits

- The organization will realize over \$1M per month in carrier cost savings—a 65% reduction—with payback in less than one year.

Breakout:

50% lower access charges and a negotiated 30% reduction in per-minute PSTN rates from carriers.

- Rapid payback will enable expansion to smaller sites around the world.
- There will be additional savings on energy with SIP versus TDM gateway hardware.
- The strategy will result in a 70% footprint consolidation, involving fewer cabinets, DS1s, DSPs, DS3s, and T1s across the network and drop-off sites.
- Significantly less IT support time will be required for existing and future applications.
- Availability will increase due to greater ability to route around failures.

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