

G3 CASE STUDY





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About G3 Comms

G3 plans, implements and manages converged communication solutions that help businesses work smoother, faster and smarter. Working in partnership with the world's most respected technology vendors including Avaya and industry shaping specialist partners like Sonus, they help optimize the quality and capabilities of telecoms systems and network infrastructures so that their clients maximize return on their communications investment.

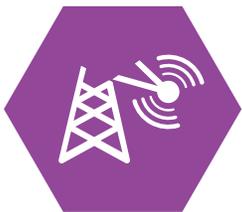
As a result, market-leading enterprises around the world depend on G3's specialist skills and expertise to deliver seamless, end-to-end converged communication solutions that extract maximum value from technology investment. With advanced network engineering capabilities, outstanding technical support and accredited partnerships with the world's most innovative technology vendors and network service providers, clients trust G3's expertise on both sides of the firewall and rely on their ability to plan, implement and maintain the most sophisticated mission critical technology.

G3's reputation as industry pioneers is backed by a long list of prestigious industry awards. Over the last 10 years, their work has been consistently recognised as best-in-class, reflecting an on-going commitment to delivering market-leading solutions that keep their clients ahead of the competition.

Problem

Approximately five years ago, G3 recognized that reactive break fix style maintenance offers which had been commonplace for the past 20 years were no longer sufficient for Enterprise organisations for which voice communications are essential. They were starting to ask for a more proactive approach to the support they received.

In addition to this, the transformation from TDM to fully converged IP Telephony platforms was bringing new challenges to their business. When a voice quality issue was reported to their service desk how could they go about troubleshooting it? The only option was work through a process of trial and elimination; it was rather like shooting in the dark.



Increasingly G3's engineering resources were being used not only to fix issues, but to prove that the problems were being caused by the underlying data network or within the carrier network rather than with the infrastructure that G3 were supporting. As with any services organisation, the focus is always to work to a speedy resolution. However the very nature of a converged network meant that G3 and their clients were reliant on services that were not always within their area of responsibility.

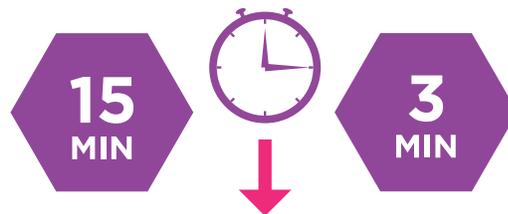
For example, if a client experienced an issue with voice quality on their VoIP solution, (which had been provided by G3), the natural inclination was to hold G3 responsible for the problem. However, with a converged network, there were any myriad of reasons why the voice quality would have degraded, including being impacted by a data or video network stream – such as changes to the data network or WAN, both of which may not have been under the responsibility of G3. Unfortunately, without a tool to pinpoint the problem, the G3 brand had the potential to be associated with bad service. As a result, G3 faced increased costs, threatened revenue as well as brand damage, even if they were not at fault.

Solution

G3 went to market to see what tools were available to help them deliver more effective support services as well as provide market differentiation and potential revenue opportunities. Although they initially focused on finding a Voice Quality Monitoring tool, they quickly realized that the Nectar solution had been designed for service providers like G3. The product provided a wealth of other features that would deliver significant value back to the business, including:

- Auto discovery capabilities to ensure fast and simple deployments
- Support for associated adjunct systems, not just the voice platform
- Built-in secure remote access capabilities
- Multi-tenant support, no issue with overlapping IP Addresses
- Enhanced tools for troubleshooting
- Multi-vendor support including Avaya & Lync

“The built-in remote access tools have enabled G3 engineers to securely access supported systems from any Internet connection with no need to switch applications,” commented Adam Young, G3 Services Director. “This has given our engineers greater flexibility and ease of working, essential considerations when you want to retain the best people. It has also reduced the average time required to access a system from 15 to 3 minutes, when you are processing 100’s of requests a day this is a significant productivity saving. “



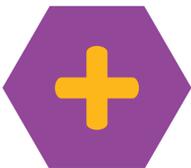
Results

By enhancing their support offering by including the Nectar monitoring capabilities, G3 has been able to show differentiation within the market resulting in some key new client acquisitions. They have also seen a significant improvement in client satisfaction and are proud to say that 96% of their managed services clientele chose to renew their service contracts on a year-over-year basis.



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These two factors have resulted in achieving 20% year on year support revenue growth, much of which can be attributed to the enhanced monitoring capabilities provided by Nectar CMP. “It is always hard to quantify exactly how much engineering time has been saved by having Nectar,” commented Tony Parish, G3 CEO. “However, I can recall several very challenging situations with clients whereby the finger pointing between suppliers had started. By implementing the Nectar solution we quickly identified the root cause, saving not only valuable resource time but also our brand reputation. Using Nectar has made a significantly positive impact on our overall business.”



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