

CASE STUDY



Allianz Global Corporate & Specialty cuts costs, reduces maintenance and improves disaster recovery with IPT, SIP trunking and Level 3 carrier services from CDW.

Allianz Global Corporate & Specialty

Headquartered in Munich, Germany, with a number of North America regional office locations including New York, Chicago and Toronto, AGCS specializes in larger property and liability insurance policies in the areas of engineering, marine, aviation and energy.

Clients and brokers can take advantage of a single point of access with AGCS-dedicated client teams and key account managers. In addition, its full range of products and services is backed by the security and stability of the Allianz Group, one of the world's largest financial services providers.

The Challenge:

Upgrade from legacy carrier and voice services that were expensive, inflexible and poorly supported

Through current offices and affiliated partners, AGCS works with clients in more than 150 countries. Due to a burgeoning global business, plus interest in responding more rapidly to increasing customer demands, the company identified the need to upgrade its phone system.

AGCS had been using legacy TDM voice services in a distributed fashion that was costly, inefficient and poorly serviced by carriers. What's more, the firm's legacy voice carrier seemed to have little interest in assisting with helping to find a more efficient solution.

"At the time, we were also dealing with acquiring another company and moving it into our existing business," says Mike Rubin, head of IT – Americas at AGCS. "With the company doubling in size, and more activity taking place in our Dallas and St. Louis call centers, telephony was becoming much more important to our business."

Interested in leveraging IP telephony (IPT), AGCS decided to implement Cisco's Unified Communications Manager (UCM) (formerly Cisco CallManager), a software-based call-processing system offering a rich set of call control and voice application features.

Along with planned upgrades to its voice system, the firm decided to seek alternatives to its legacy telephony carrier. At this point, AGCS called on CDW to assist with sourcing and implementation of a more nimble and cost-effective service provider.



Mike Rubin (L), Head of IT – Americas, Allianz Global Corporate & Specialty, and Perry Canning, Network Manager, AGCS Americas

Highlights

Customer challenge:

- Reduce monthly voice costs
- Eliminate a single point of failure
- Meet telephony needs of a company doubling in size

Solutions/benefits:

- Migrate to IPT coupled with SIP trunking
- Contract with Level 3 Communications for voice services and secondary TDM PRIs and POTS aggregation
- Telephony costs remaining the same while the firm's staff doubled in size
- Higher levels of network redundancy and scalability

The Solution:

Migrating to IPT coupled with SIP trunking and voice services from Level 3 Communications – thereby providing lower costs, better support and enhanced disaster recovery capabilities

The CDW Telecom Service team recommend that AGCS implement a SIP connection and opt for a different Internet telephony service provider. SIP trunking connects a company's IPT system to the PSTN via a private network connection.



The technology offers savings by eliminating the need for costly PSTN gateways and ISDN BRIs or PRIs.

In addition, with the company's Cisco UCM head end in Chicago and a disaster recovery site in New York, SIP trunking would allow for enhanced redundancy and disaster recovery capabilities – offering virtually 100 percent uptime.

"Our old system basically offered a single point of failure," says Perry Canning, network manager at AGCS Americas. "We needed an extra degree of redundancy."

With access to over 50 major voice and data service providers in the telecom marketplace, the CDW team provided AGCS with an in-depth carrier matrix showing current pricing, services and providing options for approximately 15 ISP carriers.

After analyzing the pros and cons of each service provider, CDW recommended Level 3 Communications as a cost-effective alternative to AGCS' legacy carrier. "There was no pressure and no solutions were pushed on us," Canning says. "That made us feel comfortable."

Along with the SIP trunks, Level 3 agreed to provide secondary TDM PRIs for redundancy as well as POTS aggregation for consolidation and additional cost savings.

The Results:

Dramatic cost savings and simplified management along with a more dynamic and redundant voice network

By deploying IPT coupled with SIP trunking and carrier services from Level 3 Communications, Allianz Global Corporate & Specialty gleaned a number of substantial benefits including:

- Telephony costs remaining the same while the firm's staff doubled in size
- Enhanced redundancy and failover capabilities
- Higher levels of network scalability
- Improved support services
- Better use of existing bandwidth
- Access to incremental telephony services including: "Find-Me/Follow-Me," presence and four-digit dialing

"We feel the platform offers us a great deal of opportunities," adds Rubin. "This represents a first step. It allows us to add incremental UC capabilities that fit into our business model as we need them."

CDW Telecom Services

CDW is one of the largest telecom agents in the country, supporting hundreds of customers over the past decade. We work with over 50 unique carriers and over 600 collocation facilities who offer a variety of telecommunication-related services including WAN, Internet, voice and hosting.

As an \$8 billion company, coupled with the volume of telecom services we source for our customers, CDW is uniquely positioned to leverage and investigate the market on behalf of your business. CDW does not resell any service offerings. Rather we act as an agent with the ability to provide multiple partner options as well as aggressive price points and enhanced support to your organization.

Our in-depth understanding of the marketplace helps customers reduce costs, increase productivity and be a leader on the forefront of technology.

Areas of Focus:

- **DATA:** Metro and long-haul transit, MPLS, IPVPN, VPLS, VPWS, IP, CDN, dark fiber, Point-to-Point TDM, etc.
- **VOICE APPLICATIONS:** SIP, PRI, POTS, audio conferencing, enhanced voice services, hosted PBX/VoIP, etc.
- **HOSTING SERVICES:** Cloud computing, hosted e-mail exchange, managed collocation, hosted voice solutions, etc.

Benefits of Using CDW's Telecom Services:

- Multiple carrier designs and pricing
- Dedicated carrier resources – CDW has a dedicated person(s) from each carrier onsite for all levels of support – pre- and post- installation
- CDW voice and data spend contributes to customer's overall CDW spend
- CDW customers save an average of 22 percent off their existing contracts

Contact your CDW account manager today to see what we can do for your telecom environment.



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