

CASE STUDY



VXI cuts communication costs and improves performance; adds data center collocation; and implements private international lines with services from CDW.

VXI Global Solutions

Based in Los Angeles, Calif., VXI Global Solutions is a leading provider of IT outsourcing, specializing in call center and business process outsourcing (BPO) services. The company owns and operates 12 call centers in the United States, China and the Philippines.

VXI serves a large number of high-profile clients in various markets including telecom, food services, manufacturing, software and services, financial services, customer care, automotive, U.S. government, cosmetics and others. As a call center service provider, the firm strives to provide top-quality service to clients.

The Challenge:

Cut call center communication system costs while improving performance; add to system uptime and redundancy; and improve communication to overseas offices

A growing firm with an increasing number of locations, VXI Global Solutions needed to enhance the point connections between its call centers as well as out to the offices of its clients. The firm was using point-to-point DS3 connections.

"With more facilities coming online, we had to consider how many point connections we could manage," says Dennis Yang, vice president of IT at VXI. "In addition, while these are secure dedicated channels offering exclusive use, they come at a higher cost."

Uptime was also a concern, especially when dealing with high-profile VXI clients. "The objective was to minimize downtime," Yang says. "If we are down, we are not taking calls and therefore losing revenue. We could also be subject to a fine per customer SLAs [service level agreements]."

Finally, the company needed to improve telecom quality between its U.S. offices and those in China and the Philippines. "Telco is more expensive in these overseas areas," says Yang. "And service also tends to be more inconsistent."

Realizing that the selection of quality service providers was critical to VXI's call center communication challenges, Yang called upon the CDW telecom services team to assist with sourcing and selecting quality, cost-effective telecom vendors.



Dennis Yang
Vice President of IT
VXI Global Solutions
Los Angeles, Calif.

Highlights

Customer challenge:

- Improve client call center service
- Reduce internal telecom costs
- Improve telecom performance
- Enhance disaster recovery capabilities
- Strengthen communication with overseas call centers

Solutions/benefits:

- Internal telecom cost reduction (approx. \$500,000 annually)
- Redundant links to meet customer SLAs
- An MPLS environment to cut costs and boost performance
- A collocation center for enhanced business continuity
- Private lines for better international communication

The Solution:

Migrating to an MPLS network and installing redundant links using carrier services from AT&T and Global Crossing; integrating a new Las Vegas collocation center; and adding international private lines

To cut costs, increase network performance and improve security, VXI migrated to an MPLS mesh network between its facilities and client offices. "This gave us call savings because no private lines needed to be added," Yang says. "We simply add another link to the mesh network, which offers faster turnaround time."

To help satisfy the need for additional redundancy as well as SLA compliance, the firm added dual links between its call centers and the offices of its clients. For greater uptime, the links were operated on separate physical plans for service delivery to each VXI site.

Both the MPLS move and the installation of dual links were facilitated with services from AT&T and Global Crossing. "We decided to go with AT&T because of their reliability. They also have a good international presence," Yang adds. "Global Crossing also has a solid international presence."

(In addition to AT&T and Global Crossing, since 2008 VXI has signed other carrier contracts through CDW including those with Level 3 Communications, CenturyLink/Qwest, SwitchNAP, Mosaic NetworX, China Telecom, Time Warner, XO Communications, Access2Go and Nitel Communications.)

With its main data center located in earthquake-prone Los Angeles, the firm also duplicated the majority of its infrastructure to a collocation facility in Las Vegas.

Along with business continuity enhancement, the Las Vegas location offers the benefits of a hosted data center including the expertise of in-house technicians that handle maintenance tasks, controlled power and cooling, plus N+1 redundancy. CDW assisted with identifying an appropriate location for the collocation center.

CDW also helped VXI in facilitating private lines used for overseas needs. "The private line services offered peace of mind that international traffic was transmitted securely and quickly on an end-to-end private connection," says Yang.

The Results:

Meeting customer SLAs and business continuity needs; better telecom performance, lower cost and greater flexibility; call center redundancy; and fast and secure transmission to overseas offices

By deploying redundant links for customers, an MPLS mesh network, a collocation center for its main data center and international private lines, VXI gleaned a number of substantial benefits including:

- Satisfied dual connection redundancy requirements requested by customer SLAs
- Transition to an MPLS environment offering better performance, lower total cost of ownership (TCO) and greater flexibility
- Integration of a collocation facility for greater redundancy plus the expertise of in-house technicians that handle maintenance tasks, controlled power and cooling, and N+1 redundancy – all without a large capital outlay
- Private international line services transmitted securely and quickly on an end-to-end private connection

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 800 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.