

Case study
Avaya



A seamless,
reliable and adaptable
fibre connectivity

Vodacom's Broadband Connect
Fibre service enables Avaya to
access the kind of enterprise-level
connectivity it needs

The future is exciting.
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Avaya Learning Centre with Vodacom Broadband Connect Fibre

Avaya's fibre connectivity mirrors its own business ethos – seamless, reliable and adaptable. Avaya, a South African Learning Centre, reaches out to audiences around the world daily. As such, its reputation is all about innovation in collaboration, so ensuring their communication standards remain top-class is imperative. Vodacom Broadband Connect Fibre service enables Avaya South Africa, a local SME, to access the kind of enterprise level connectivity it needs to deliver its globally recognised industry training, without the enterprise level spend.

Introduction

One of the cornerstones of Vodacom's Business ethos is that its customers should have access to the fastest, most reliable connection available.

Since 2008, Vodacom has invested more than R2 billion in fibre transmission to connect its more than 10 000 cellular-base stations. This fibre infrastructure forms the backbone of Vodacom Fibre To The Business (FTTB) service, Broadband Connect Fibre, and paves the way for true cloud and next-generation services while opening the door to a new level of efficiency, mobility and cost savings.

Vodacom Broadband Connect Fibre uses the latest Passive Optical Network (PON) technology to deliver an unparalleled experience. Its scalability means that smaller businesses can access rich content experiences via the internet that was previously only available to large corporate customers. Services include video collaboration, Voice over Internet Protocol (VoIP), hosted PBX, Office 365, cloud backup and other data applications. Businesses of all sizes operating out of business parks can now access high-speed and high-capacity data connections – driving cost savings, improving efficiencies and competitiveness.

Summary

Avaya is a global leader in enterprise communication systems. It provides unified communications, contact centre, data solutions and related services, both directly and through channel partners to leading businesses and organisations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

Skills transfer is an important component of Avaya's offering as it assists users to transform features and functions into a complete communications solution. Avaya Learning develops and delivers training for Avaya products and solutions. The collective insight of over 100 years of leadership and vital knowledge from support centres worldwide is distilled into some of the best training in the industry, delivered at each individual team's pace and convenience.

In recent years, Avaya reduced the number of its technology labs, opting for a more centralised and cost-effective deployment model. This increased the reliance on internet connectivity by its training hubs. Avaya South Africa's premises in Bryanston are the centralised training hub for Southern Africa and uses the UK-based lab remotely. On site, its two dedicated classrooms

are filled more than 100 days a year. In between, lecturers deliver online skills training to students around the world.

Distance and cable quality meant that Avaya's incumbent ADSL connection allowed a maximum 6Mbps download speed. Interference by other electronic transmissions meant performance was rarely optimal. With Avaya's training labs hosted overseas, training traffic was largely dependent on upload speed – which was considerably less than the 6Mbps promised.

Video and even voice transmissions often experienced lag or were of a poorer quality than users expected. When this began to affect customer satisfaction scores, particularly in labs, Avaya investigated viable alternatives. The most attractive of these was introducing a fibre network which, although well-suited to the business' high-end media requirements, had always been out-priced locally.

With the most extensive network across South Africa and proven reliability, Vodacom was ideally positioned to deliver the kind of world-class Broadband solution that Avaya required. Given the rapid expansion plan, service options and attractive pricing on offer, Avaya recognised a partnership with Vodacom that offered clear business advantages.

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Benefits

- High speed and high capacity
- Reliable connectivity
- A flexible range of service plans
- A customised service support model for Senior Technical Trainers for Avaya South Africa
- Easy scalability with rapid provisioning to accommodate business expansion and a recognised partnership with Vodacom, offering clear business advantages

Increased upstream and downstream bandwidth

Due to its low-loss character, Vodacom provides Avaya with 15Mbps symmetrical Broadband fibre with equal upstream and downstream throughput.

The service can be upgraded to 100Mbps, as long as one is within the Broadband fibre footprint. This makes it ideal for Avaya's training services where distance learners and lecturers use high-speed data transmission applications.

Steady transmission

A very stable signal (as a result of Vodacom's Fibre Optic Network) ensures high-quality Broadband internet access suitable for real-time, high definition multimedia services.





Business enablement

Avaya's blended learning approach offers students a combination of self-directed, remote interactive and classroom learning environments to maximise effectiveness and decrease time required to reach proficiency.

Vodacom Broadband Connect Fibre enhances Avaya South Africa's ability to host training sessions for Avaya's global OPCOs and has significantly improved customer satisfaction scores since its introduction.

Workflow description

Vodacom Broadband Connect Fibre has entirely replaced Avaya's original ADSL connection and has doubled the speed that the business had previously. As Vodacom was able to drastically reduce the cost of its offering, there has been very little increase in the cost to company.

The service is supported by a flexible range of service plans, which can be adapted for the business as its needs changes. Vodacom has already enhanced its service to Avaya to accommodate additional client requirements and implemented a Service Support model to optimise its FTTB service to Avaya. The actual deployment was implemented in

stages over a period of several weeks. The implementation began in October 2014 with a feasibility survey, followed by the roll-out of the infrastructure. The installation of a fibre feeder link into Avaya's Bryanston premises was carried out in December 2014.

This project was among the first major FTTB deployments in the country and provided significant lessons in end-to-end best practice going forward. Open communications and continual feedback from Vodacom's technical and management teams were instrumental in ensuring a successful installation, and continue to add excellent value to the client.

Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

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