

SPS MANAGED VIRTUALIZATION SERVICES DELIVER CUSTOMER SERVICE RESULTS

CUSTOMER PROFILE

Due to a change in corporate structure, a leading global business process outsourcing (BPO) company needed to quickly expand its customer self-service capabilities with Avaya Experience Portal (AEP). Because project requirements needed to be met on a short deadline, the company sought a simple move for its existing AEP environment.

The company relied on this AEP environment to provide services for multiple clients, including several large cellular service providers. Supported applications included customer satisfaction survey capabilities for more than a dozen companies, along with contact-center logging, a store locator app, callback register and other applications. This AEP environment was mission-critical for production traffic, so there was no good time for downtime to change the hardware or troubleshoot a new environment.

"Deploying this enterprise-class application on a virtualized platform provides all the capabilities we need, with the flexibility and reliability that we require."

VMWARE SOLUTIONS

- / Lower target utilization
- / High-speed storage
- / Network configuration and bandwidth
- / Different management practices, tools and skills

vmware[®]



SOLUTION OVERVIEW

SPS recommended re-deploying AEP to a dedicated vFoundation for UC environment, running the latest version of vSphere under a private-cloud arrangement. Best practices always indicate a separate, dedicated virtual environment for communication and other real-time applications, because their requirements differ substantially from the requirements of other applications. Differences include:

- / **Lower target utilization** — to smoothly handle spikes in media-stream processing
- / **High-speed storage** — enabling real-time applications to perform media-related database reads and writes (IOPS) with no wait states
- / **Network configuration and bandwidth** — to ensure the quality of high-volume media-streams using virtual LAN segmentation and Quality of Service (QoS) protocols
- / **Different management practices, tools and skills** — to optimize performance under the unique requirements of virtualized real-time communication systems

The complete solution was packaged as a dedicated, private cloud — managed and supported top-to-bottom by SPS. With specialized SPS engineers taking responsibility for the day-to-day support and troubleshooting all layers of the virtualized UC environment, as well as proactively monitoring its performance and capacity utilization, the customer's staff is freed to focus on higher-value work of strategic importance to their business. At the same time, the client gains peace of mind from knowing that its business-critical AEP environment is always performing optimally.

BENEFITS

Operational Flexibility: By changing how applications use server resources, Virtualization introduces new options for administrative practices. This flexibility provides many benefits over the long-term:

- / Virtualization facilitates capacity management by running in an abstracted hardware environment, with generic servers, memory, storage and networking hardware. When additional capacity is needed, server nodes and storage capacity can easily be added at the desired physical datacenter locations, usually with no interruption in service.
- / Administrators gain the ability to back up the system before every configuration change, enabling a rollback option if there's a problem with a patch or change.
- / Virtualization also provides an affordable way to provide testing capabilities that would otherwise require significant investment in non-production hardware duplicating the live environment.

High Availability: The virtual environment distributes physical resources (storage and servers) across multiple physical locations. Not only does this mitigate the effort required to source, implement, configure and maintain stand-alone hardware instances at each site, it also enables fail-over options not available on a traditional system.



Proactive Management: The flexibility of SPS Managed Services allowed the client to entrust SPS with selected day-to-day IT management functions, freeing in-house resources to focus on other priorities. In this case, the client engaged SPS to provide:

- / Remote Troubleshooting and Incident Management
- / Monitoring and Proactive Response
- / Proactive Software Updates and Release Management
- / Remote Administration and Change Management
- / Monthly Virtualization Optimization and Best Practice Reviews

The recommended preventative services ensure that the virtual application environment is always optimally configured and highly available. Proactive updates and patch management are coordinated across all layers (physical, hypervisor and application) of the virtualized UC environment. Pinpoint troubleshooting capabilities ensure that issues are quickly isolated, no matter what the complexity or root cause, even in complex multi-vendor environments.

CONCLUSION

Private-cloud, software-as-a-service (SaaS) deployment secured the client's access to the AEP application functionality that their clients depend upon — under a simple, predictable and affordable cost structure that accommodates growth and functional expansion of the system.

"Deploying this enterprise-class application on a virtualized platform provides all the capabilities we need, with the flexibility and reliability that we require," said the BPO client's Global Director of Converged Services. "And private-cloud delivery aligns the commercial model with our business."

Following a well-defined and straightforward implementation, the new system was tested, loaded with the existing applications, and ready to go in advance of the deadline to release the old environment. And there was no interruption in services to BPO's client companies and their customers — leaving the BPO's reputation for ironclad reliability firmly in place!

Most importantly, SPS managed services provide the BPO with peace of mind that any failures or performance issues within their virtualized UC environment are handled as quickly and proactively as possible. Plus, the testing capabilities and expansion options provided by the new virtualized environment will facilitate development of additional customer self-service applications, and the revenue they bring in, with minimal incremental investment.

To deliver proactive monitoring services, SPS utilizes a combination of best-in-class remote monitoring and an event management platform that enables engineers to quickly recognize, troubleshoot and resolve problems — often before they become service-affecting. The platform isolates faults, identifies key performance and utilization thresholds, and also provides the BPO company with full access to extensive capacity, utilization and performance reporting information.

Finally, the engagement includes regular proactive reviews of the environment to review performance and ensure optimal configuration as utilization and business requirements change over time. Periodically assessing capacity utilization for the applications and virtualized resources prompts a recurring process to adjust and tune the environment. High utilization can prompt proactive expansion of the virtual environment, while under-utilization provides an opportunity to economically deploy additional applications to the environment without affecting the performance of existing applications.

ABOUT SPS

Strategic Products and Services (SPS) is a global, multi-vendor systems integrator for unified communications (UC). With documented and repeatable processes, deep knowledge, broad competencies and certifications, we enable clients to optimize their business with custom end-to-end communication solutions — from strategy and design through implementation and support.

As a specialized UC systems integrator, SPS has design, technical and implementation depth in all aspects of infrastructure technology, roadmap planning, consulting and managed services for a range of unified communication capabilities, including contact centers, video conferencing, bridging and collaboration — with cloud-based and mobility deployment options. Over more than 25 years of profitable growth, SPS has helped customers globally to boost revenues, overcome business obstacles and gain an edge on their competition.

SPS maintains strategic partnerships and certifications with more than 15 key manufacturers, including Avaya (Platinum), Cisco (Gold), Microsoft (Gold), Polycom (Platinum), NICE, HP and VMware (Enterprise). These competencies and partnerships enable SPS to provide a comprehensive end-to-end portfolio of products, applications, managed services and cloud-based solutions to support enterprises throughout North America.

SPS has earned numerous awards and recognition from its strategic partners. For the past eight consecutive years, SPS has risen annually in the top 300 of CRN's annual Solution Provider 500, a listing of the largest information technology solution providers, integrators, and service companies in North America — most recently placing at 79 on the 2014 list. SPS has also been recognized over multiple years by Everything Channel on the CRN Fast Growth 100 list, and was recently recognized as HDI Team Certified in 2014, awarded for demonstrating commitment to service excellence, best practices, skills and knowledge. Visit www.spscom.com to learn more.

Ask your account executive about

CUSTOMER SERVICE SOLUTIONS from SPS

and learn how you can take your organization to the next level!

Contact SPS today at 888-777-7280 or visit www.spscom.com.

SPS / Integrate. Collaborate. Accelerate.

Strategic Products and Services

300 Littleton Road
Parsippany, NJ 07054

888.777.7280

www.spscom.com

AVAYA



Microsoft



vmware