

Softchoice helps Shift Networks create a new unified communications service platform

softchoice
CASE STUDY

Business Challenges

Shift Networks provides internet-based VoIP telephony services to business clients across Canada. Since their clients rely on Shift's network for reliable service, it's critical that their IT team maintains a verifiable uptime of 99.99%.

Before engaging Softchoice, Shift Networks' technical team explored solutions to accommodate their planned growth, while maintaining performance and service consistency. However, they were dealing with an aging infrastructure.

The technical team had already decided to upgrade to the newest version of Broadsoft's Broadworks communications application server, in order to provision their portfolio of Unified Communications (UC) services. Now, they needed to implement a new hardware infrastructure solution to support these services, allow for software upgrades, and accommodate forecasted subscriber growth.

Softchoice Solution

Softchoice helped Shift Networks create a new hardware infrastructure based on Lenovo's **System X3550 M4 rack mount servers** in both primary and backup data centers. With their Intel Xeon processors, these servers provide significantly more processing power with a much smaller footprint. In addition, the hot-swap disks, fans and power supplies gave Shift the excellent reliability, availability and serviceability they required to maintain a verifiable uptime of 99.99%.

Perry Huisman, Director of Technical Services at Shift Networks, explains:

"From a previous project, I knew Softchoice could help me. But what impressed me at the time was the effort they put into proposing options for us, so I decided to approach them for a proposal on our infrastructure hardware.

There are a lot of ways to create an infrastructure to support our Broadworks application. What really made this work for me was that I had someone to discuss our options with – almost like a trusted advisor. Between their great attitude and the depth and breadth of technology knowledge they brought to the table, I had confidence in their recommendations. Once they understood our needs, they presented several options to us, including the benefits of each option."

Business Outcomes

With their new Lenovo servers, Shift Networks is well-positioned to support their corporate growth initiatives while maintaining the superior service and reliability their customers rely on. They've been able to cut power consumption by approximately 25 percent, while creating an infrastructure that will allow them to more than quadruple the number of subscribers they support. Huisman said, "The price point, availability and excellent resiliency features on the System X servers were exactly what we needed. We can continue to offer our high levels of service, plus we can easily scale up to accommodate growth with their 'pay-as-you-grow' design."

By spending time at the front end of the project to thoroughly understand what Shift Networks needed, Softchoice was able to present the best available options. Huisman adds, "We'll never be in a position of second-guessing whether we got the best solution. There were a lot of possibilities, and Softchoice took the time and effort to look at all of them."

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Case Study Snapshot:

When your clients rely on you for reliable and available phone service, you need a trusted infrastructure that will grow with your business. That's why Shift Networks selected Softchoice to supply the Lenovo servers that would form the new platform for their UC services.

Client Profile:

Shift Networks provides internet-based VoIP telephony services to small and medium sized business clients, in major cities and 52 calling areas across Canada.

Applicable Business Verticals:

+ Telecommunications

Geography:

+ Canada

Technologies involved:

+ System x3550 M4 server

"I think the most positive aspect of Softchoice is their consultative process: first they understand what our business requirements are, and then they design several solutions that meet our needs.

What's come out of this project is a fantastic relationship with their team, and we'll certainly look to Softchoice for future projects."

Robert Baldauf

President of Shift Networks