



# SIPCOM



## SERVICE PROVIDER

# SIPCOM Boosts Revenue with Hosted Microsoft UC Services

### EXECUTIVE SUMMARY

#### Challenge

Offer high-capacity, scalable hosted Unified Communications (UC) services to telco and systems integrator partners to drive new revenue from enterprise customers

#### Solution

- Brocade VDX Data Center Switches
- Brocade ServerIron ADX Series application delivery switches
- Brocade SAN switches and fabric adapters
- Microsoft Lync Server 2010 UC platform

#### Results

- Reduced the cost and complexity of delivering hosted UC services to enterprises
- Simplified UC adoption by reducing deployment and management requirements for enterprises
- Improved scalability and capacity to support 20 times more users
- Helped ensure UC application adoption and high network availability for enterprises

Hosted services have moved from early adoption to an accepted, proven business model. For both established and emerging companies that need services, the cost savings are extremely compelling. While service providers such as Amazon.com and Salesforce.com have led the way, a wide range of hosting providers now offer cloud-based hosting services to enterprises.

SIPCOM has established its leadership and global presence as a communications provider by delivering industry-leading, carrier-class hosted services. Unified Communications (UC) services are popular with customers because these software suites can be expensive and complex to deploy and maintain onsite. SIPCOM's enterprise UC offering is delivered through Microsoft Lync Server 2010, which includes Microsoft Office applications such as Exchange and SharePoint.

#### NEW SERVICES REQUIRE MORE NETWORK CAPACITY

"An increasing number of our telco and systems integrator partners were coming

to us and saying that customers were demanding hosted UC solutions," says Daniel Allen, CEO at SIPCOM. "For both our partners and customers, deploying their own UC platform was too costly and required too many resources."

To meet this increased demand, SIPCOM needed a new, high-capacity network infrastructure. "Our 1 Gigabit Ethernet network was not able to support the growing subscriber base or our newly virtualized Microsoft hosted UC environment. We needed a high-capacity, highly reliable network that would provide excellent UC quality."

When it came time to replace its Cisco system, SIPCOM turned to Brocade. "We liked the converged Ethernet and Fibre Channel switching and extended fabric technology from Brocade, and we felt that our investment in Brocade solutions would be protected," Allen says. "As a key member of the Microsoft ecosystem, Brocade was a great fit for us."

# BROCADE

## NETWORK SOLUTION PROVIDES SCALABILITY AND AVAILABILITY

SIPCOM deployed a multi-tenant Microsoft Lync platform built on Brocade® data center and enterprise network solutions, as part of the Microsoft Lync Server 2010 Multitenant Pack for Partner Hosting.

SIPCOM chose the Multitenant Pack because it is optimized for service providers and cloud hosting providers. “Cloud services require a very high level of availability, traditionally found only in the highest-level carrier-class platforms,” explains Allen. “Any system outage affects a very high volume of users and can seriously impact our network support center. The new platform allows us to build a very high-capacity hosted UC infrastructure.”

SIPCOM’s UC solution includes Brocade VDX® Data Center Switches, which deliver an Ethernet fabric-based topology for high-performance 10 Gigabit Ethernet (GbE) connectivity, and the Brocade ServerIron® ADX Series of application delivery switches, which provide the load-balancing vital for a consistent UC experience. SIPCOM also incorporates Brocade SAN switches and fabric adapters, which provide connectivity to any storage or disaster recovery environment.

“We particularly like how easily the core fabric can be expanded,” says Allen. “Scalability is a critical factor in the design of our UC infrastructure, and Brocade ticked all the boxes in this area. We have successfully built a scalable, high-speed switching infrastructure within a very reasonable budget.”

## THE RESULTS ARE IN

SIPCOM has a target to secure 50,000 users in the first 12 months of deployment, and, so far, the results are everything SIPCOM had hoped for. “The capacity for the number of users we are able to support has increased twentyfold,” Allen says. “At the same time, we feel confident that we are delivering valuable new UC services over a solid, scalable network.”

In addition, SIPCOM offers a cost-effective, pain-, and CapEx-free UC solution to its telco and systems integrator partners, which they can offer to their enterprise customers. “Enterprises are challenged by the potential complexity and cost of onsite UC deployments,” Allen says. “That’s why the ability to offer high-quality Lync services is important to our business.”

Finally, the transition from the Cisco platform to Brocade was relatively painless, requiring no special training for SIPCOM engineers or new staff. “Brocade has been very supportive,” Allen says. “Our engineers have found it easy to transfer their skills to the Brocade platform. From design to implementation, the experience has been first class.”

## UP NEXT: GLOBAL ROLLOUTS, NETWORK MANAGEMENT

The Brocade deployments are complete in many SIPCOM markets, and more are planned. “We’ve already deployed Brocade solutions in five of our Points of Presence across EMEA and North America,” Allen says. “We’re planning to continue this rollout globally.”

## WHY BROCADE

“The capacity for the number of users we are able to support has increased twentyfold. At the same time, we feel confident that we are delivering valuable new UC services over a solid, scalable network.”

— Daniel Allen, CEO at SIPCOM

And while the improved bandwidth has already helped SIPCOM provide customers with the hosted services they need, SIPCOM is looking to the future. It plans to implement Brocade management solutions to simplify management, configuration, and support of the network.

“The innovative technology from Brocade provides the critical application availability, network resilience, and performance that demanding environments like ours require,” says Allen. “With a Brocade network in place, we can provide hosted UC services to our customers with confidence.”

For more information, visit [www.brocade.com](http://www.brocade.com).

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