

Marketing Agency Gives Communications Platform a Full Makeover

CASE STUDY

Wasserman + Partners migrated to IP Telephony without any disruptions with the NVT Phybridge switch innovation.

Executive Summary

Wasserman + Partners
Industry: Marketing
Location: Vancouver, British Columbia
Number of Employees: 60+

CHALLENGE

- Centralize its call control management.
- Migrate to a modern IP Voice solution while minimizing disruption, complexity and cost.
- Minimize data LAN dependencies.

SOLUTION

- Modern IP voice solution powered by NVT Phybridge Power over Long Reach Ethernet switches.

RESULTS

- Leveraging existing infrastructure eliminated all disruptions and risks.
- Secure network with a separate physical path for voice.
- Overall improvement in the ability to manage call control.

PRODUCT LIST

NVT Phybridge Switch Series

Located in Vancouver, British Columbia, Wasserman + Partners Advertising is a fully integrated marketing communications agency specializing in creative thinking to elevate your business, your marketing, your strategy and your brand. It's no wonder then that the team at Wasserman + Partners were willing to look outside the mainstream IT telephony model of voice and data network convergence and instead seek a network communications solution that was right for them.

Challenge

Wasserman + Partners were looking to upgrade their communications platform to IP telephony. They wanted to avoid installation complexity and management issues that can occur when a voice application is layered on top of a data network. With a focus on minimizing costs both initially and in the future, Wasserman + Partners wanted a deployment that was non-disruptive to the business and a technology solution that didn't add to their already hectic workload.

Wasserman + Partners wanted to maintain physical separation between their voice and data local area network (LAN) topologies. They wanted an economically-viable solution that minimized disruption during migration. They had some locations already equipped with CAT5 wiring infrastructure, but many had CAT3 supporting the existing voice solution. They were looking for an integrated solution that could easily leverage both infrastructures.

Solution

Bell West introduced the NVT Phybridge solution to the customer, highlighting how they can achieve their desired results in a simple yet effective manner.

The NVT Phybridge provides the only data network switch in the world to deliver Ethernet and Power over Ethernet over a single pair of telephony grade wire with 4 times the reach of traditional data switches. Wasserman + Partners were able to leverage their existing, proven reliable voice infrastructure to create a separate network path for voice communications, complimenting an existing data network, while optimizing an organization's IT infrastructure for voice and data convergence. It was designed specifically to handle any organization's existing or future real-time voice requirements delivering a robust platform ensuring voice quality of service today and into the future.

They were able to combine the NVT Phybridge backbone with a traditional data switch to create the physical separation desired while leveraging both infrastructures.

Results

With the decision made to proceed with the NVT Phybridge solution, Wasserman + Partners prepared for the installation. They were pleased that all of their objectives were indeed met.

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John Lau, IT Manager
Wasserman + Partners

The on-site installation was accomplished with a combination of NVT Phybridge equipment and LAN-based Power over Ethernet (POE) switches. Using the NVT Phybridge switch innovation, Wasserman was able to leverage their existing telephone infrastructure for approximately 60 IP phones.

“Our experience with NVT Phybridge has been great. The installation was done in less time than expected and call quality is great with no support issues,” says John Lau, IT Manager at Wasserman + Partners Advertising.

The NVT Phybridge backbone allows flexibility to integrate with all data networking switches to create a complete solution for customers. Wasserman + Partners was able to fully-leverage their existing infrastructure to create their desired results with the NVT Phybridge solution. In addition, by creating the physical separation for their IP voice solution, they will reduce further networking requirements as their data needs evolve. They will not need to replace their phones to gigabit IP phones, and their data switches will not require PoE.