

ENGAGE Enables the New Hosted Contact Center Marketplace with Dialogic SBC

CASE SUMMARY

Challenge

Fast growing, cloud-based contact center solution provider wanted to expand past traditional TDM connectivity solutions to help improve service velocity, architectural flexibility and manage costs.

Solution

Engage Pty Ltd (ENGAGE) selected the Dialogic® BorderNet™ 2020 Session Border Controller (SBC) to enable it to look beyond traditional TDM connectivity and support both SIP and legacy PRI service provider interconnects. The BorderNet 2020 SBC, which integrates SBC and gateway functionality in a compact 1U platform, provided the flexibility, interoperability, and any-to-any network connectivity ENGAGE was looking for. Dialogic's proven track record of responsiveness on previous projects with ENGAGE provided the catalyst for its selection of Dialogic solutions for its cloud based offerings.



Challenge

ENGAGE is a fast growing, cloud-based contact center solution provider based in Australia that serves customers across the Asia Pacific region. ENGAGE's goal is to enable a new marketplace where customers can connect with enterprises in the same way they connect with each other. It does this by providing a suite of contact center technologies that allow enterprises to connect with their customers "anywhere, anyhow, anytime" through mobile devices, internet, social media and traditional voice telephony.

In addition to providing its customers the world's latest and most sophisticated contact center technology through a hosted Software as a Service (SaaS) model, ENGAGE also provides the expertise to keep its customers at the absolute forefront of the contact center maturity curve.

ENGAGE's Customer Contact Platform is built on the Genesys Customer Interaction Management solution and managed by a team of experienced engineers and architects to provide bespoke solutions to its contact center customers. Reliable connectivity is paramount, which is why ENGAGE turned to Dialogic for assistance with its gateway requirements to enable its IP-based platform to interconnect with the PSTN through TDM based offerings.

With the addition of several high profile customers, ENGAGE started to look beyond traditional TDM connectivity and position its state-of-the-art cloud-based services to take advantage of all-IP SIP trunks. This was in keeping with its goals of improving service velocity, multichannel connectivity and cost containment. To do this, ENGAGE needed to incorporate session border controller (SBC) functionality into its service delivery architecture. Kerry Larmer, Chief Technology Officer for ENGAGE, made the observation, “The telcos we work with are in all different stages of being able to offer TDM and IP-based connectivity, so having a device that supports both gateway and SBC functionality meant we would not have to second guess our connectivity requirements.” ENGAGE needed to incorporate support for IP on both the access side connecting the agents of its hosted contact center customers and on the interconnect side going from its Genesys platform to its service provider termination partners.

Solution

ENGAGE chose Dialogic to help with its expansion and connectivity needs as well as to provide the flexibility required to use both SIP and legacy PRI interconnects with its service provider partners. The BorderNet 2020 Session Border Controller was a logical fit to meet the service delivery requirements of ENGAGE's expanding customer base. Requiring a vendor that was able to work with its Genesys platform, ENGAGE quickly found the BorderNet 2020 SBC had the necessary features and flexibility, which included:

- Genesys SIP platform compatibility and deployment experience
- PSTN connectivity support at the IP or TDM level to optimize on costs
- Combined SBC and gateway flexibility on a single platform (compared to legacy gateway-only vendors)
- License Based Upgrade model – ability to make a one-time hardware purchase and grow via license, which fits ENGAGE's cloud based on-demand business model
- Ease of use for better operational efficiency

Just as important was Dialogic's proven track record of responsiveness in working with ENGAGE that was most recently demonstrated in system enhancements that were delivered to help ENGAGE get more visibility on tracing malicious calls. ENGAGE deployed the BorderNet 2020 SBC in its Melbourne and Sydney data centers to complement existing Dialogic infrastructure (located there and in Hong Kong) which supported its cloud-based offerings.

The Results

Larmer put the decision in the context of the business value Dialogic was able to bring to the table. “Our customers utilize their contact centers as an important differentiator with their customers, and our ability to react and meet customer requirements is critical so we don't want to run into limitations six months down the road after making an infrastructure investment.” Larmer added, “The BorderNet 2020 SBC provided the flexibility we needed and didn't limit us in our ability to rapidly deliver state of the art services over any interconnect type.”

Larmer and the entire ENGAGE team is looking forward to future success with their disruptive hosted contact center suite of offerings, and they have chosen Dialogic to provide SBC solutions for IP connectivity as they expand further in the Asia Pacific market. “We've been pretty demanding. We don't want to put the wrong products in, and that's why we have stayed loyal to the Dialogic brand.”

“The BorderNet 2020 SBC provided the flexibility we needed and didn't limit us in our ability to rapidly deliver state of the art services over any interconnect type.”

— Kerry Larmer,
Chief Technology
Officer for ENGAGE

About ENGAGE

ENGAGE, a SaaS Customer Contact Solutions business, a wholly owned subsidiary of LivePerson Inc (Nasdaq:LPSN) and drawing on Australia's most experienced contact center team to help companies realign their service to meet changing customer needs and expectations. Engage provides the world's latest and most sophisticated customer contact center technology, allowing customers to connect with companies using the media and channel of their choice, from Skype to SMS, iPhone and other smart phone apps, Instant Messaging (IM) and proactive chat - as well as the traditional phone call or email. The Engage hosted service allows companies to run the most advanced contact center solutions without the capital expenditure cycles and complexities associated with traditional contact center technology. This Software as a Service (SaaS) solution allows companies to establish lower cost contact center operations within their existing business internally, or outsourcing to domestic or offshore operators.

For more information, visit www.letsengage.com.au

About DIALOGIC

Dialogic (Nasdaq:DLGC), the Network Fuel™ company, inspires the world's leading service providers and application developers to elevate the performance of media-rich communications across the most advanced networks. We boost the reliability of any-to-any network connections, supercharge the impact of applications and amplify the capacity of congested networks. Forty-eight of the world's top 50 mobile operators and nearly 3,000 application developers rely on Dialogic to redefine the possible and exceed user expectations.

For more information visit www.dialogic.com



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Information about ENGAGE has been provided by ENGAGE for this case study.

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NETWORK FUEL™