

Excel Telecommunications Migrates to Next Generation IP-Based Networks

Dialogic® Products Enable Tripling Traffic Load while Significantly Reducing Network Management Labor Costs

CASE SUMMARY

Challenge

Excel Telecommunications is a leading provider of high quality, integrated voice and data communications products and services to residential, commercial, and carrier customers. Dedicated to providing its customers with the latest services at the right price point, Excel desired to migrate from a TDM-based network to an IP-based Next Generation Network (NGN). By transitioning to an IP-based network, Excel sought to reduce its overall costs while offering more advanced, revenue-generating services to its customers.

Solution

Excel knew Dialogic as a global provider with widespread experience in legacy network migration, and after extensive investigation, Excel chose the Dialogic® ControlSwitch™ System for its switch replacement. The ControlSwitch System's ability to interface with mixed IP and legacy network architectures and to integrate easily with cutting-edge applications and software, allowed Excel to develop and deploy next generation, IP-based voice and data services, including SIP trunking, hosted IP PBX, IP VPNs, and dedicated data services, while also preserving investment in the applications from its legacy network and opening up new IP-based service opportunities.

Challenge

Excel operates one of the largest independent, nationwide networks, allowing origination and termination of voice calls through Feature Group D ("FGD") circuits, and accordingly reaches on-net approximately 90% of U.S. landlines and wireless phones, including every major population center. To provide its customers with the latest services at the right price point, Excel planned to transition its legacy network to an IP-based NGN.

Excel had 19 TDM switches spread across the U.S. Each switch required a dedicated team to manage the routing, set-up, and services provided by the switch. Moreover, each switch was managed individually, which meant that Excel potentially had 19 separate points to interconnect with a carrier. The TDM switches also occupied a large amount of floor and cabinet space, with additional costs added due to specific site requirements such as reinforced flooring, cooling systems, and fire extinguishing systems. Each switch site consumed high levels of power, resulting in hefty recurring maintenance costs. All in all, the existing configuration was proving to be extremely costly and complex.

Due to the technology limitations and the significant capital and operational expenditures of its TDM-based network, Excel was not well positioned to offer more advanced, revenue-generating services to its customers. In order to alleviate these issues and increase its revenue stream, the company was looking to develop a central routing engine that would allow one, central team to

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manage the routing for its entire network. With a central routing engine, new services would not need new policy sets for each switch through which associated traffic would be routed. As a result, deployment and provisioning of new services would be significantly easier, while also preserving the investment in existing network interfaces and services.

Solution

Excel approached Dialogic as a candidate for its switch replacement. Excel knew Dialogic as a global provider with extensive experience in legacy network migration, and was particularly familiar with the work Dialogic had done for telecommunications company, Primus. After extensive investigation, Excel chose to deploy the Dialogic® ControlSwitch™ System.

For operators like Excel with large legacy networks, the ControlSwitch System is notable for being able to migrate traffic from an existing infrastructure while providing a cost-effective platform with the scalability to handle new traffic and services. Its distributed architecture reduces OPEX costs by enabling centralized management of the entire softswitch, simplifying end-to-end operations and support.

The ControlSwitch System's programmability enabled migration from Excel's 19-switch legacy network over a period of 18 months, and new traffic was carried on the Dialogic infrastructure within 12 weeks, thereby speeding time to revenue for new services. "The rapid deployment of Dialogic's ControlSwitch into a complex IN service infrastructure enabled us to quickly decommission and migrate traffic from our legacy switches," said Richard Dinh, Senior Vice President of Operations of Excel Telecommunications.

As a converged TDM and IP softswitch, the ControlSwitch System also gave Excel the ability to create new revenue-generating services while maximizing the return on existing infrastructure. Excel developed and deployed next generation, IP-based voice and data services, including SIP trunking, hosted IP PBX, IP VPNs and dedicated data services. Dinh stated, "We were also able to preserve investment in the applications from our legacy network and open up new IP-based service opportunities due to the ControlSwitch's ability to interface with mixed IP and legacy network architectures and to integrate easily with cutting-edge applications and software."

By using Dialogic's ControlSwitch System, which enabled Excel to replace 19 TDM switches with 5 NGN switches, Excel was able to move to a centralized management system and decrease the size of its operations team from over 120 employees to a small team of approximately 30 employees who now manage the entire network in 5 sites. Dialogic also provided Excel with an Element Management System, giving Excel's team a single view of the entire network for simplified network management and optimized vendor management. This allowed Excel to more efficiently manage the network, improving productivity and significantly reducing operating expenses.

The ControlSwitch System's open application interfaces and service brokering capabilities also enabled Excel to offer other services such as Local Number Portability and Teleblock, enabling Excel to eliminate third-party contracts and reduce spending by over \$1 million per year.

Results

Dialogic's ControlSwitch System proved to be exactly what Excel needed to successfully meet all of its goals. Since replacing the 19 legacy TDM switches, Excel has improved the efficiency of its network while significantly reducing both OPEX and CAPEX. The company was able to triple its traffic load while significantly reducing network management labor costs — surpassing 1.2 billion minutes of traffic per month. Now, Excel is also able to create and provision a host of new, advanced revenue-generating services.

"Today, utilizing Dialogic and its IP capability we can do everything for every carrier. We've never had to turn down a customer because of functionality or because of bandwidth... [T]oday, with the on-net FGD network, we have not had to sacrifice our quality in order to attain the added functionality that Dialogic provides. Our quality is still known in the industry as one of the best," concludes Dinh.

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About Excel Telecommunications

Excel Telecommunications is a leading, facilities-based provider of a rich suite of high quality, integrated voice and data communications products and services to residential, commercial and carrier customers. Excel offers a wide range of switched and dedicated voice and data services, including domestic and international direct-dial and dial-around long distance, toll-free, wholesale pre-paid long distance and local services, as well as carrier transport, conferencing, hosting and other value-added services, to commercial, carrier and residential customers.

For more Information, visit www.excel.com.

About Dialogic Inc.

Dialogic develops products and technologies that enable reliable, seamless, and efficient communications across countless devices on any network. Dialogic streamlines the delivery of high-demand mobile, VoIP, and traditional services. Dialogic also focuses on any-to-any connectivity and IP-enabling its traditional media products to smooth the move from TDM to an all-IP environment.

For more Information, visit www.dialogic.com.



www.dialogic.com

Dialogic Inc.
926 Rock Avenue
San Jose, California 95131
USA

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

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