

## Netrix Call Center Solution

### The Challenge

One significant challenge faced by call center companies is providing a high level of customer service in the most economical manner possible. In recent years, a number of significant developments have made moving call center operations offshore more attractive to companies: the increased availability of skilled English speaking labor, significantly lower labor and facility costs, and round-the-clock service availability.

With previous labor and facility obstacles removed, another key factor must be addressed in order to fully realize the economic benefits associated with this business decision: how to minimize international transmission costs without sacrificing quality of service. To ensure that the desired quality of service is achieved and maintained, the solution must include excellent voice quality, exceptional reliability, efficient use of bandwidth, and ease of implementation.

### The Solution

To address this challenge, global call center service providers such as SkyMax have implemented a Voice over IP (VoIP) solution using the Netrix Network Exchange 2200 product family. After carefully evaluating various vendors' equipment, SkyMax selected the Netrix solution because it enabled them to offer services that were both high quality and cost effective, while at the same time providing the required flexibility to easily accommodate future growth.

With the Netrix solution, SkyMax delivers excellent service quality to their customers. The voice clarity of the NX 2200 product family exceeds that of the competition, and the reliability of the product provides the 7X24X365 availability required by SkyMax customers. In addition, NSGDatacom's reputation for excellent support was a key differentiator, as it gave SkyMax the confidence that they would realize quick resolution in the event a problem arose.

The NX 2200 product provides cost effective 10:1 voice compression to efficiently transport calls between the on-shore and offshore locations, thereby optimizing bandwidth and reducing costs. The Netrix product further optimizes bandwidth utilization by offering "silence suppression", which automatically minimizes the amount of data transmitted during pauses in conversations without impacting the quality of voice calls.

SkyMax can easily adapt to any increases in demand placed on their network as the 2200 product family supports multiple types of interfaces and protocols allowing for network infrastructure changes from fixed leased line to frame relay, satellite or IP, all while maintaining the excellent quality voice. SkyMax can make these infrastructure modifications without impacting their customers.

#### **Other benefits realized by implementing the 2200 product solution include:**

**Industry leading voice quality.** The 2200 product family distinguishes itself from the competition in the quality of its voice over IP, frame relay, or satellite. The compression algorithms include the common standards along with Netrix-developed codec. Together with sophisticated queue buffer techniques, jitter buffer and echo cancellation mechanisms ensure that voice quality is sustained.

**Bandwidth efficiency.** The Netrix 2200 solution not only packs several voice frames into a single packet, it also consolidates multiple calls going to the same destination, resulting in a further reduction of overhead and avoidance of network delays.

**Ease of implementation.** The product is both easy to install and transparent to the existing voice and data infrastructure. Digital cards fit directly into PBX or Predictive dialer equipment, providing a cost effective and straightforward solution without disruption to existing infrastructure.

**Reduce Transmission cost by up to 85%.** Using the Netrix product for voice compression reduces bandwidth utilization. When coupled with the use of predictive dialer equipment, monthly transmission costs can be reduced by up to 85%.

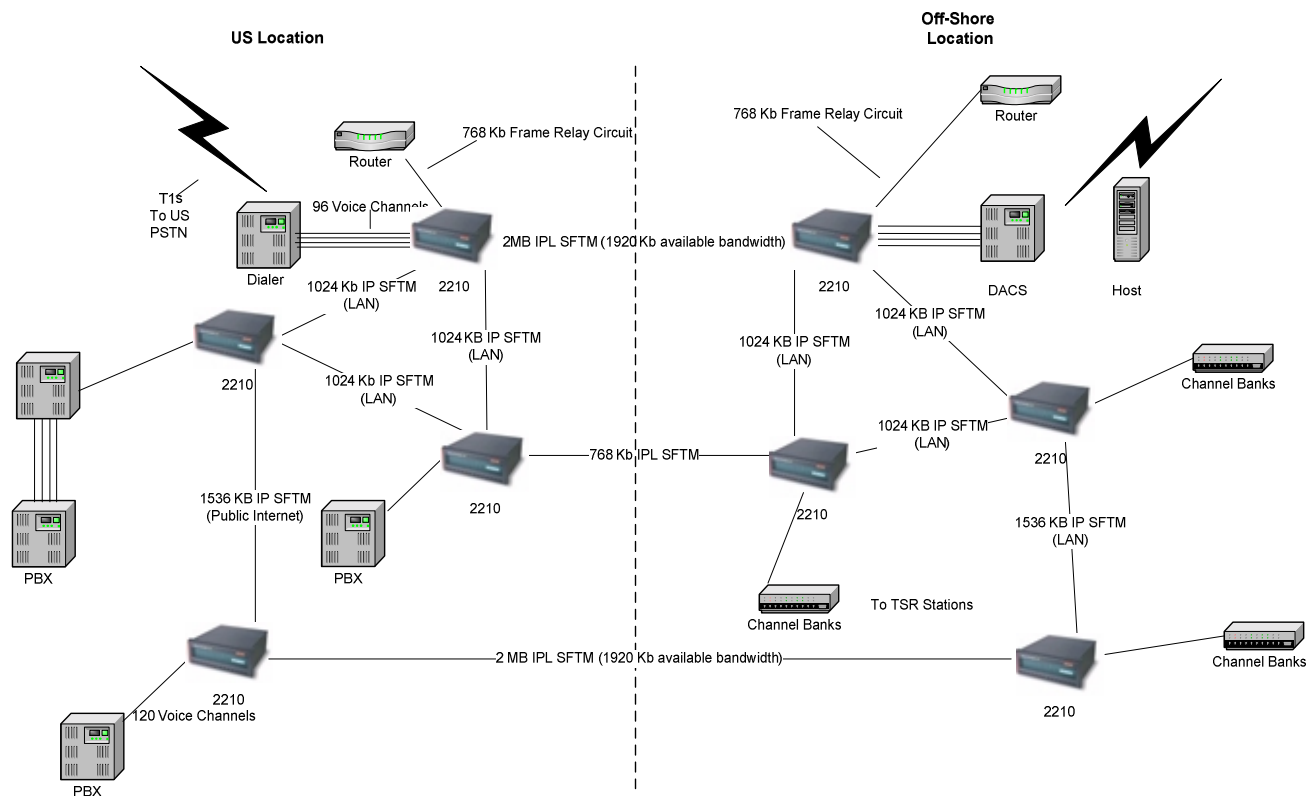
**Powerful yet flexible routing.** The built-in distributed routing and load-sharing mechanisms allow the 2210 to automatically re-route traffic during network outages network or WAN link failures.

*Excellent  
Voice Quality  
Over FR, IP,  
or Satellite*

*Highly  
Reliable*

*Combined  
Voice and  
Data  
Transmission*

*Bandwidth  
Efficient*



## Summary

SkyMax evaluated products from many vendors before making the decision to implement the Netrix Network Exchange solution. The key decision drivers for the chosen solution were the reputation of the 2200 product family for providing excellent voice quality, high bandwidth efficiency, and robust flexibility. Additionally, SkyMax was equally impressed by NSGDatacom's high product reliability, ease of implementation, and exceptional customer focus.

## About NSGDatacom

NSGDatacom designs, manufactures, sells and supports a wide range of voice and data products focused on real world business communication needs.

Combining key strategic acquisitions with its own core development team, NSGDatacom utilizes a wide range of proven, stable technologies. NSGDatacom creates solutions with these technologies to maintain and preserve organizations' network investments and mission-critical applications while enabling a smooth migration to newer technologies.

NSGDatacom products are deployed worldwide in corporate, financial, government, military, carrier, satellite, and cellular networks.

# NSGDatacom

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