

Integrated VoIP communications for global software company

Expanding financial software business supports growth and reduces costs thanks to VoIP



When US based IT services firm Kanbay needed to refocus its communications support for a growing business, it turned to Alcatel and Alcatel Business Partner ABS India to help find the right communications solution.

Founded in 1989, Kanbay International is a global IT services firm focused on the financial services industry.

With over 3,700 employees, Kanbay provides its services primarily to banks, credit service providers, insurance companies and capital markets firms. Headquartered in Chicago, Kanbay has offices in the US, Canada, UK, Australia, Hong Kong, Japan, Singapore and India.

Kanbay specializes in developing and implementing software solutions for its financial services clients. The company

has a healthy balance sheet; second quarter 2004 quarterly revenue increased to US\$ 50 million, up 82% year-on-year.

Kanbay's clients insist on the quality and security required of companies working in such a mission-critical sector, and the company expects no less of its suppliers.

Which says a lot about its choice of Alcatel to supply some key new telecom systems. Prior to installing Alcatel equipment, Kanbay depended on a variety of different telecom systems installed on a site-by-site basis. Each site had its own system, and none were connected together.

"Alcatel show leader potential for the US market. ... In the Alcatel OmniPCX Enterprise it has a robust product that is very strong both in flexibility and in scalability."

Mark Livings, Chief Information Technology Officer, Kanbay

Challenges

- Various legacy telecom systems across locations
- Exploding call costs due to growing international business
- Support company expansion

Solutions

- Integrated global VoIP solution for 3,700 staff based on Alcatel **OmniPCX Enterprise** servers
- Alcatel **OmniVista 4760** Network Management system
- DISA (Direct Inward System Access) for direct-dialing-in facilities
- Digital IP handsets at sites across the globe
- Support for up to 24 simultaneous conferences with up to 29 people per conference
- Evolution path for future services

Benefits

- Return on investment within 6 months
- Improved internal communications
- Fast communications setup for new offices
- Centralized management of global communications
- Low maintenance costs

\$20,000 a month on conference calls

“Because of Kanbay’s Global Development approach and having two large development facilities in India,” says Kanbay’s Chief IT Officer Mark Livings, “a lot of time is spent on the phone between our US and India based associates. Most of these contacts are conference calls, so our call and conference costs were astronomical and difficult to control. We were spending around twenty thousand dollars a month on conference calls alone.”

As a result, he explains, Kanbay’s Global IT organization developed a strategy to focus on a technology that would drive down costs, while not imposing stringent rules that would limit communication between the on-shore and off-shore associates working on client projects. Kanbay looked at scenarios for future communications and decided that VoIP (Voice over Internet Protocol) was the way forward.

Return on investment within 6 months

Kanbay started off with an Alcatel **OmniPCX Enterprise** system in its global headquarters in Chicago, US, then rapidly installed a second system in its lead development center in Pune, India. The Kanbay center in Pune is a state-of-the-art facility with an on-site satellite earth station and dedicated communication links to client sites.

A third Alcatel **OmniPCX Enterprise** system followed rapidly for the company’s second Indian development center in Hyderabad, a city at the economic hub of the state of Andhra Pradesh.

Livings continues, “Alcatel had a strong product that not only supported VoIP, but also gave us the flexibility to provide the right kind of equipment to Kanbay associates in each center. For example our development centers have many associates who have a wide ranging degree of requirements. To serve their needs and manage costs, we chose digital handsets on the desktop while leveraging IP trunking technology between facilities. This approach allows Kanbay to leverage our robust Wide Area Network for data connectivity and voice calls.”

The company also began leveraging DISA (Direct Inward System Access) to provide its associates with direct-dialing-in facilities. This facility has allowed Kanbay to provide an in-house alternative to associate calling cards, again focusing on cost management of long-distance calls. The facility not only allows centralize management of all Kanbay’s call costs but also reduced administrative overhead.

Clearly the most important functionality for Kanbay is the system’s support for conference calls. The new Alcatel system has the ability to support up to 24 simultaneous conferences, with up to 29 people per conference.



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“In terms of return on investment,” says Livings, “the Alcatel system in Chicago paid for itself within six months. In Pune the system paid for itself within the first eight months, a return on investment calculated only by looking at call charges.”

All long-distance calls internal

Since these initial installations in Kanbay’s Chicago headquarters and its Indian development centers, the company has installed a further system in its New York office with a VoIP link to Chicago. It then rolled out further installations for the

company’s Australian offices in Sydney and Melbourne. The latest additions are a VoIP system for the St Louis and Singapore offices, where associates enjoy full IP handsets. Kanbay is expanding its development facilities in Pune, which will be equipped with full IP systems. The handsets will plug straight into the company’s Wide Area Network. All Kanbay sites are interconnected by this network, enabling associates to dial practically anywhere in the world with the long-distance part of the call within the network.

Fast setup across the globe

The company is now able to set up an office almost anywhere very quickly as far as telecommunications are concerned. For small offices without a PBX, Kanbay supplies IP-based phones connecting easily via their VPN to the Chicago headquarters system. “We can send a handset to Singapore or Japan via DHL, and the recipient simply plugs in and can call the voice mail located on the Chicago switch.”

"Kanbay was very happy to work with us at ABS India, because we understood their network needs very clearly. Also the network design we proposed was the best out of all the competition. We have other large key customers, but for us Kanbay is especially important, as it is our premier international reference for IP deployment."

Sunil Arora, Sales & Marketing Director, ABS India

"As Kanbay has grown from 400 to 3,700 people over 10 years, we've been able to focus providing robust voice services while also focusing on cost containment," says Livings. "Because we have standardized on VoIP, we were able to combine our voice and data circuits and the teams that manage them. In fact just two people manage the entire voice network with the close support of their data team counterparts."

"Alcatel shows leader potential for the US market," he continues. "In the Alcatel **OmniPCX Enterprise** it has a robust product that is very strong both in flexibility and in scalability."

Business Partner Info



ABS India (ABSI) is a leading enterprise communication solutions

provider that caters to the needs of a wide client base. Headquartered at Bangalore, India, ABSI is an Alcatel Premium Business Partner and builds, implements and maintains next-generation communication networks that enable enterprises to exchange voice, data and multimedia across the entire globe.

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