Case Study

SD-WAN Improves Voice Quality, Access, Connectivity and Support for Single-Site Businesses

Client:

Single-Site Business

Clients are single-site businesses – such as restaurants and food service, retailing, logistics, and staffing companies – that are using a cloud-based hosted voice application. Voice and collaboration tools, including video conferencing, Instant Messaging/Presence, and other Software as a Service applications are mission-critical applications for these businesses, which consider every phone call and customer interaction as a revenue opportunity.

Challenges	CBTS Solutions	Results
• Clients use a broadband, MPLS, or LTE connection to support hosted voice and collaboration applications, and are experiencing uneven quality that leads to a poor customer experience. • Clients need reliable connectivity to other applications that are in the cloud. Clients do not have budget to add extra head-count for a dedicated IT resource.	• SD-WAN from VeloCloud can withstand severe degradation of service and still maintain top quality of real-time applications • SD-WAN from VeloCloud enhances access to other cloud-based Software as a Service applications, and is supported by a deep bench of CBTS engineers.	• Clients will experience higher Quality of Service; real-time voice and video are now delivered reliably, even up to 40 percent packet loss. • Clients can depend on network to support their most important applications, and focus on core customer-facing initiatives.

Communications, covered.

Business Challenges

The These clients use a broadband, MPLS, or LTE connection to support hosted voice and collaboration applications, and are experiencing uneven quality that leads to a poor customer experience. Clients also need reliable connectivity to other applications that are in the cloud. Clients do not have budget to add extra head-count for a dedicated IT resource.

CBTS Solution

SD-WAN from VeloCloud brings significant value to single-site customers with cloud-based hosted voice and Software as a Service applications. SD-WAN from VeloCloud will drive the following outcomes for these single-site clients:

- Improved voice quality: SD-WAN from VeloCloud can withstand severe degradation of service and still maintain top quality of real-time applications – even up to 40 percent packet loss.

- Connectivity: SD-WAN from VeloCloud makes dynamic decisions on which available Wide Area Network path to use for voice and video traffic, and performs dynamic path changes in real time without breaking the connection and with as little degradation of quality as possible. This is critical functionality to navigate blackout situations (total outage) and brownout situations (errors in the internet path to the application), and maintain quality voice and video service.

- Access: SD-WAN from VeloCloud enhances access to other cloud-based Software as a Service applications.

- Support: The CBTS bench of 800-plus engineers allows clients to offload IT management burden and avoid budgetary challenges as a result of adding internal headcount.

Results

- Clients will experience higher Quality of Service; real-time voice and video are now delivered reliably, even up to 40 percent packet loss.

- Clients can depend on network to support their most important applications, and focus on core customer-facing initiatives.

- SD-WAN provides the infrastructure to support growth, and offers the redundant connectivity to support additional cloud-based applications.

Communications, covered.