nexvortex™
A BCM One Company

Case Study
Managed SIP Trunking

Key Challenges

- Consolidate to centralized PBXs
- Automatic failover between two PBX systems
- Address service center local E911
- Improve service visibility
- Cost savings by eliminating designated PRIs
- Migrate to electronic fax service
- Achieve high-quality voice service while using public internet
- Access to portal for service management

Introduction

Mill Steel Co. is one of North America's premier flat-rolled steel suppliers. Through its vast relationships with North America's leading steel producers, in-house A2LA testing facilities, and some of the best technical minds in the business, Mill Steel ensures its customers receive only the highest-quality steel. Headquartered in Grand Rapids, MI, they operate six service center locations across the country.

The Challenge

Mill Steel's multiple service centers across the US had various phone system configurations using separate primary rate interface (PRI) circuits. Designated services from separate vendors had to be managed for bill payment, maintenance, and service changes. A decision was made to consolidate voice resources into a centralized model with two Cisco Call Manager PBX systems. In doing so, Mill Steel sought a SIP-based service for its new centralized PBX design.

The key requirement a new provider needed to address was disaster recovery for the service center locations and two Cisco PBXs while providing an architecture to ensure call quality over multiple internet connections. During the search Mill Steel consequently discovered the vast capabilities of nexVortex and its mSIP service. The mSIP service not only addressed these initial requirements, it placed the company in a position with far more functionality than one offered by a SIP solution or PRI-based service.

Another initiative was to improve its fax-delivery service to reduce costs as well as have a pure electronic fax delivery for its multifunctional devices. Fax service was handled separately by thirdparty gateways that required internal management.

The nexVortex Solution

As part of the recommended nexVortex solution design, nexVortex provided mSIP service with two separate pre-configured session border controllers (SBCs) connected to Mill Steel's Cisco Call Manager PBX Systems. These nexVortex SBCs are a critical component to the overall nexVortex solution to address interoperability, definitive troubleshooting, ISP Peering, and service monitoring.

Mill Steel's primary internet circuits from US Signal have peering relationships with the nexVortex mSIP network allowing low-latency, low-packet loss transmissions directly from nexVortex.

Client:

- Mill Steel Company

Industry:

- Industrial

Solution:

- Managed SIP Trunking with nVFax

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As a standard, the nexVortex mSIP network dynamically shares a customer's subscribed SIP trunk resource pool with their various PBXs and gateways. This reduces the amount of trunk lines needed and allows for significant cost savings over alternatives. A centralized web portal with monitoring and reports, access to pre-set auto-detecting disaster recovery for each and every phone number (DID), and a visual E911 tool for verifying and configuring multiple E911 locations were added bonuses.

A plan was put in place to test the nexVortex electronic fax service, nVFax, with Mill Steel's multi-function devices before a rollout plan was committed to. This electronic delivery model eliminated the need for maintaining third-party servers and analog lines while also allowing each employee to have an affordable fax service.

A nexVortex dedicated project coordinator was introduced early in the process so they could fully understand Mill Steel's preferences, E911 zones, and site-by-site porting preferences.

Key Solution Components

- Interoperability with Cisco Call Manager Systems
- Pre-configured SBCs for each PBX
- ISP Peering with customers ISP provider
- nexVortex Service Monitor (nVSM) with call-bycall statistics
- nexVortex portal with local E911 management tool
- Ability to share pool of trunk resources between PBX Systems
- Included auto-detecting disaster recovery for each DID and toll-free number
- Electronic fax service for over 300 DID numbers
- Dedicated project coordinator

Summary

Using the nexVortex mSIP service, Mill Steel was able to completely transition from their old PRI infrastructure to a SIP trunking solution that provides increased functionality and cost savings across their multiple locations. They also were able to move to a completely electronic fax system that cut down on internal IT management.