

EQUINIX CUSTOMER SUCCESS STORY

CONTACT SOLUTIONS

CLOUD-BASED SOLUTIONS

Cloud-based customer care solutions provider partners with EPS for expert guidance and gains optimized performance and data security compliance

“We now have the ability to go into many international geographies, which would have taken too long and been too expensive if we had to build our own data centers. The ability to expand our product to a new market in a short period of time is a huge benefit for growing our business.”

Todd Rudd, Senior Director, Software Engineering, Contact Solutions

Executive overview

Contact Solutions is a Verint Company that helps transform customer assistance with cloud-based voice and mobile solutions for customer care. It is a recognized leader in the enterprise and security intelligence markets, and its solutions are used by more than 10,000 government and commercial organizations around the globe, including more than 80% of the Fortune 100.

The company knew that cloud services would enable fast deployment of its My:Time™ digital platform in new global markets, but it wanted to partner with experts for cloud design and implementation. Working with Equinix Professional Services (EPS) in a collaborative proof-of-concept (POC) project, Contact Solutions leveraged an Interconnection Oriented Architecture™ (IOA™) strategy deployed on Platform Equinix, and now has a cloud foundation that is ready for future transition to a production environment.

Business challenge

Contact Solutions wanted to offer its premier My:Time digital platform to clients in markets beyond the United States where the company operates an extensive network and data center infrastructure. The company wanted to explore a hybrid cloud-based infrastructure as a way to quickly serve new business opportunities while also meeting diverse requirements for data sovereignty.

However, Contact Solutions needed expert guidance to design the complex cloud services and infrastructure appropriate to different world regions. “Because we run a very high-availability service, we need redundancy and monitoring capabilities to match the elaborate private cloud we have in the U.S.,” says Todd Rudd, Senior Director, Software Engineering for Contact Solutions.

Solution

As a long-time customer of Equinix, Contact Solutions engaged EPS to conduct a collaborative POC project in Europe. The project was designed to prove that the My:Time platform could be successfully deployed and accessed in an Amazon Web Services (AWS) cloud.

As the first step, EPS Cloud consultants evaluated the application and database characteristics, and developed a project plan. The team then established the cloud foundation with Amazon Virtual Private Cloud (VPC), Virtual Private Network (VPN), security and Elastic Compute Cloud (EC2) services. Physically separate subnets were defined for fault tolerance to support high availability for the My:Time platform.



Customer Profile

History

Founded in 2002, Contact Solutions, LLC provides cloud-based voice and mobile customer engagement solutions in North America. It offers NexxPhase Customer Engagement Platform that provides contact center capabilities; SingleView agent desktop that consolidates relevant customer information from the back-office systems and presents it to the representative as a CRM desktop; and Process Workflow Management for streamlined operational and business processes and reporting capability. As of February 19, 2016, Contact Solutions, LLC operates as a subsidiary of Verint Systems Inc.

Customers

Customers include both commercial enterprise and government clients. In the government sector, more than 40 states depend on its cloud solutions to provide self-service to millions of citizens who participate in state assistance programs like EBT, WIC and Medicaid. In the commercial sector, clients range from Fortune 100 enterprises to regional banks, insurers and health networks.

Headquarters

Reston, Virginia



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Working together, the EPS Cloud and Contact Solutions teams then created an application environment using Amazon Machine Images (AMI) and Auto Scaling features, as well as a Platform as a Service (PaaS) solution for database conversion. The team installed My:Time application components and validated their operation in the cloud environment. The validation activity included:

- Testing CPU utilization and overall application performance
- Identifying capabilities for optimizing the application components to take advantage of PaaS
- Verifying auto-scaling features as well as the AWS internal and external load balancers to accommodate variable traffic volumes

As a final step, the team verified the cloud environment could be connected to the Equinix Cloud Exchange™ platform used by Contact Solutions in the U.S.

Business benefits and results

Cloud expertise for fast deployment

The POC project in Europe provided a model for cloud deployment of Contact Solutions applications in other regions around the world. The company now has the ability to expand its product into new international markets in a short period of time.

Contact Solutions also gained valuable knowledge about cloud deployment from the experience of the EPS Cloud team. “EPS identified services we weren’t aware of and techniques we would have had to learn the hard way if we had tried to do this on our own,” explains Rudd.

Data center connectivity

By being able to connect to the cloud deployments via Equinix Cloud Exchange, Contact Solutions is able to manage the bandwidth and availability of applications from its central monitoring systems.

“Operations are just as important to us as the technical solution,” says Joshua Gray, Manager, Software Architecture at Contact Solutions. “Equinix Cloud Exchange will make it easy for our operations team to manage the cloud environment as an extension of our data center.”

Ready for data sovereignty compliance

As data sovereignty regulations continue to evolve and become adopted by more countries, Contact Solutions will need flexible options for physically storing data in order to comply. “We verified that we will be able to keep data separate or bring it back to the U.S., depending on what’s appropriate in each country,” says Gray.

The cloud infrastructure remained in place at the end of the POC testing, ready to be reactivated for future production deployment. “None of this work will be lost when we move to production; it will become our development and staging environment that we can use no matter which market we enter first,” says Gray.

Technology used for POC

- Amazon Web Services (AWS) for cloud infrastructure
- Elastic Compute Cloud (EC2) instances
- Virtual Private Cloud (VPC)
- Virtual Private Network (VPN)
- Amazon Machine Images
- Auto Scaling
- Platform as a Service (PaaS)

Planned technologies for production environment

- Equinix Cloud Exchange for multicloud
- Performance Hub™ to expand interconnection footprint
- Data Hub™ in region to solve for data sovereignty

About Equinix Professional Services

Equinix Professional Services offers practical guidance and proven solutions to help you optimize and future-proof your data center architecture. Our Professional Services experts have decades of specialized data center expertise and hands-on experience in assessing, enabling, migrating and optimizing IT infrastructure, networks and cloud architectures. We’ll work with you to develop data center solutions that adapt to the ever-growing, ever-changing requirements of your business.

Learn more at Equinix.com/eps

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About Equinix

Equinix, Inc. (Nasdaq: EQIX) connects the world’s leading businesses to their customers, employees and partners inside the most interconnected data centers. In 44 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies.

Learn more at Equinix.com

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