



Case Study: Ribbon Edge 8000 Series/TDM Migration

Global Retail Banking Company Modernizes the Edge



Vertical: Financial Services

Region: Global

Solution: Ribbon Edge 8300, Ribbon Application Management Platform (RAMP), Ribbon Analytics

Problem

A large retail banking and financial services company, operating in over 70 countries, needed to modernize their voice communications network for office communications and contact center, to meet changing regulatory requirements and increase capacity.

As with many mission critical environments, the bank had been reticent to move away from traditional PRI circuits for voice trunking—any disruption would be unacceptable to both customers and management.

While the bank fully recognized the value of migrating to a modern SIP trunking environment, it required a migration plan that ensured a seamless cutover.

Most multi-site, multi-national businesses don't have a simple, homogenous voice architecture, and the bank is no exception. Different geographies have unique environments and regulatory requirements around privacy, auditing, etc. Additionally, some geographies still have limited access to SIP trunking services, so new services must integrate with sites that can't move forward.

Since the bank uses Avaya Aura and Cisco CUCM for their IP-PBX infrastructure, any solution must integrate with both vendors' products and assure they work well together. Further, the bank is considering moving to a cloud-based UCaaS solution, so any investment must also support that migration.

Problem: Regulatory requirements and a need to modernize their voice network to manage large contact centers and PBXs.

Solution: Ribbon Edge 8300

Resolution: Superior performance, improved security, with a path for expansion and the ability to go to the cloud.

Solution

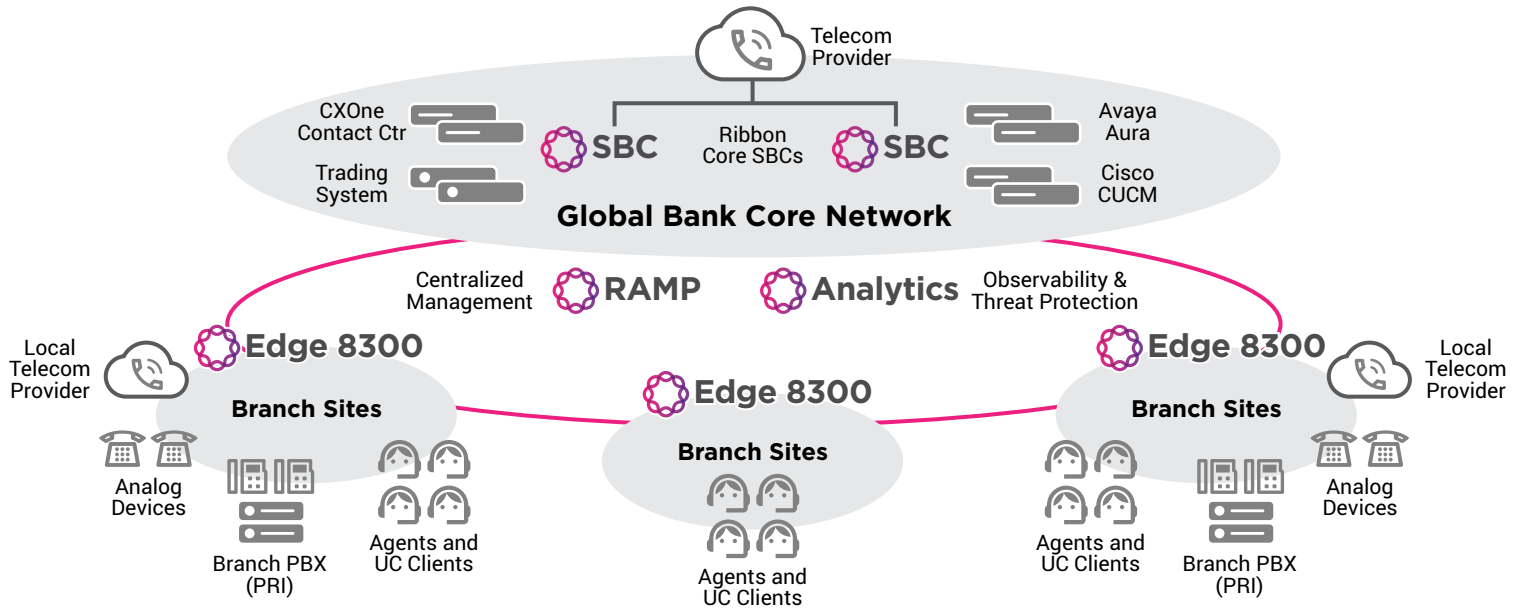
Ribbon's Edge 8000 Series was selected to replace the bank's Cisco ISR routers. Ribbon Edge 8300 provides routing and voice gateway services in a single appliance. It delivers an SBC for SIP trunks, as well as PRI and analog station ports. This versatility enables it to serve in a variety of deployment environments, making it ideal for multi-site, multi-national deployments.

The versatile solution ensures interoperability, allowing for robust integration across platforms like Avaya Gateway and Cisco Jabber. It also means seamless migrations from legacy PRI to SIP and in the future cloud platforms.

The Edge 8300 also supports greater capacity than the bank's older solutions, supporting nearly triple the calls per second (CPS) assuring the solution can withstand denial of service attacks and meet future increases in capacity.

Ribbon's environment boasts a common management platform, Ribbon Application Management Platform (RAMP), and Ribbon Analytics proactively looks at call traffic moving across the network to track anomalies including denial of service attacks, phishing and outages.

The Ribbon Edge 8300 appliances, with RAMP and Ribbon Analytics, help the organization create a homogeneous voice network that's easier to manage, enhances security, offers a roadmap for future migrations and delivers better Total Cost of Ownership (TCO).



Ribbon Edge 8300

The Ribbon Edge 8300 is a multi-purpose edge device that combines high-performance routing, session border control and analog/PRI gateway services into a single element. This enables a multi-site organization to take a “Swiss army knife” approach, consistently deploying one element across multiple sites for multiple use cases. Whether the need is to assure IP security, device interoperability, or for a variety of telecom gateway ports, the Edge 8300 is the right solution. It also provides the organization with a consistent point of presence at each site to monitor performance. Edge 8300 offers a cost-effective solution (lower TCO) that provides security and connectivity options in both on-premise and cloud-based architectures.

Ribbon Application Management Platform (RAMP)

RAMP is Ribbon’s single pane of glass solution for a voice network’s core and edge elements. It provides centralized deployment, monitoring, and troubleshooting capabilities for far-flung multi-site enterprises. RAMP gives IT organizations a consistent tool to deliver a consistent experience to the users globally.

Ribbon Analytics

Ribbon Analytics, combined with RAMP, amplifies the IT organization’s visibility into their communications network. As the scale of a network grows, it’s impossible for even the most capable to keep the pulse of their entire network. Too often, small problems are not spotted until they become service impacting issues. Ribbon Analytics uses advanced machine learning to enable managers to proactively monitor multiple parameters and alert when anomalies occur. This can include common threats such as phishing attempts or nuisance calls from the same number. If more serious issues arise, Analytics has solutions such as Most Probable Cause to help staff rapidly isolate the source of an issue in their local data center or in a site thousands of miles/kilometers away.

Contact Us

Contact us to learn more about Ribbon solutions.