Powering a Global, Fast-growing Teleconferencing and Collaboration Company

Challenge

The customer needed to scale its infrastructure to align with and support global growth and power its real-time communication and collaboration suite.

Solution

- Collaborative relationship backed by comprehensive network, voice, and internet solutions

Benefits

- Became one of the fastest growing teleconferencing and collaboration firms in the world
- Valued at more than a $1 billion USD by investors
- Actively courting new business and planning on further growth

Growth tops the list of strategic objectives for firms of all sizes – from the startup to the global enterprise. Growth has many tangible metrics associated with it: revenue growth, profit growth, more customers, more employees. It also encompasses intangible, but equally important concepts such as expanding industry footprints or influence. All these things command management's attention.

In a time of digital transformation, growth intersects another factor: scale. To grow, modern enterprises must scale their IT infrastructure. That presents many challenges as the experience of a fast-growing teleconferencing provider discovered.

Growing fast requires the right partners with high quality, low cost

This particular international teleconferencing and collaboration firm started out with just one voice provider. Growth required adding additional providers. But, not just any provider qualified.

Teleconferencing is a real-time application. Quality of video conferencing, online meetings, chat, and mobile collaboration must be high and consistent. Any glitch is noticeable by customers and any inconsistency in the level of service potentially impacts the brand. In a highly competitive market like teleconferencing, reliability is a key brand promise and inconsistency can provoke customers to try competing services. Any additional providers, therefore, had to start the engagement with high quality levels and maintain them over time.

The company's growth was happening on a global basis so potential providers needed to be global as well. The real-time nature of teleconferencing means that resources positioned closer to the regional customers would reduce latency. The breadth of resources was also a factor so that any issues in the service could be addressed quickly and failover to other circuits could happen before teleconferencing customers suffered a noticeable reduction in quality.

Because it is a highly competitive market, cost was also a factor in adding providers. But, cost had to be weighed against these other factors of quality and reliability around the world.

Strategically, this fast-growing player also knew that simply adding more and more providers to accomplish the technical scale required was not practical. The complexity of managing multiple relationships would grow unwieldy at some point and sap management's time and focus on growth. Therefore, the ideal candidate would not only bring enough resource to drive growth today but be able to invest in a relationship to help shape and manage the teleconferencer's growth.

Finding all those factors in a single provider was a major challenge.

CenturyLink

The CenturyLink Solution

CenturyLink stepped into the role of secondary provider and quickly moved into the primary role, displacing another provider. A dedicated team located near the corporate headquarters managed the overall program.

Planning is key to managing a high growth business. To drive a collaborative relationship, CenturyLink executives established communication with the companies' executives from the CEO level on down. This created a common view of the business that facilitated the collaboration as the relationship grew.

CenturyLink provides services across the teleconferencing firm's infrastructure, providing integrated solutions such as:

- CenturyLink® MPLS to connect their data centers in California and New York to each other

- CenturyLink® Wavelength Services to connect their data centers to key high-volume customers

- CenturyLink® Dedicated Internet Access at all major sites, including a CenturyLink colocation facility in Brazil

- CenturyLink® Cloud Connect links to their cloud resources at Amazon Web Services

- A variety of CenturyLink voice services for inbound and outbound calling

Powering Growth for Tomorrow

The teleconferencing customer became one of the fastest growing Tech Unicorn firms in the world, valued at more than a $1 billion by investors. The service is used by Fortune 100 customers to individual users. The company is actively courting new business, planning on further growth. CenturyLink continues to be the primary infrastructure provider.

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