NTT DATA

India | Technology

How Infobip transformed its network, making it more flexible and reliable

Client profile

A global cloud communications platform provider with over a decade of industry experience, Infobip runs an extensive network of more than 65+ offices across 6 continents. Infobip enables businesses to build connected experiences across all stages of the customer journey at scale, with easy and contextualized interactions over preferred channels. Their omnichannel engagement, identity, user authentication security and contact center solutions help clients and partners overcome the complexities of consumer communications, grow their business, and increase loyalty.

Which services?

- Colocation Services
- Network Services
- Consolidated SLA monitoring

infobip

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> With NTT, we get to benefit from the choice and reliability of having multiple carriers without the complexity associated with dealing with multiple carriers.

Kreso Hotko-Cernic, Infrastructure Project Engineer, Infobip

Summary

Infobip's natively built technology has the capacity to reach over seven billion mobile devices, people, and things worldwide through a robust network of more than 600 direct carrier connections. As a global leader in omnichannel communication, Infobip needed a reliable technology services partner that offered the necessary agility and scalability to continue delivering superior customer experiences as they grew.

They also needed the ability to collaborate with multiple carriers and monitor their network 24/7, without complexities. By leveraging our partnerships with leading telecom service providers, they were able to create a flexible and reliable interconnected pan-India network, ultimately leading to improved uptime, seamless scalability, and integrated monitoring.

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Business need

Transforming the network landscape to fuel expansion plans

As an established cloud communications company, Infobip wanted to avail the services of a carrier-neutral colocation service provider to expand its services in India on a sure footing.

Rolling out networks and ensuring uptime and connectivity in remote locations can be one of the biggest challenges for enterprises. To be able to meet their evolving bandwidth requirements and ensure high uptime, Infobip needed to optimize their network set-up. They also needed the choice and reliability of working with multiple carriers while being able to monitor the quality and performance of their entire network from a single source.

Solution

Accelerating growth through optimized and highly available networks and colocation services

Infobip collaborated with us, leveraging our comprehensive portfolio of enterprise services, partnerships with leading Indian network services providers, and robust IT infrastructure. By working closely with us, they were able to address the challenges of network optimization by creating pan-India network interconnects.

'NTT fulfills our objective of a quality neutral colocation provider, which gives us the confidence to expand our services in the India region. We also benefit from increased transparency and ease of operations,' says Kreso Hotko-Cernic, Infrastructure Project Engineer, Infobip.

Leveraging our colocation services, Infobip was able to secure savings in terms of set-up and management costs. Our connected racks helped to interconnect their hardware more easily and efficiently, while enabling them to scale in an agile manner. Additionally, consolidating SLAs by integrating services from multiple providers at the back-end proved instrumental in optimizing networks both from quality and commercial standpoints.

Outcomes

Assured high network performance while meeting expansion targets

Today, Infobip has the option to choose any carrier to connect their branches across India, along with access to last-mile connectivity from any carrier or a combination of carriers. Infobip benefits from the stability and reliability of an highly optimized, carrierneutral network, which offers:

- The assurance of high network availability
- 24/7 monitoring of the entire network's quality and performance from a single window
- Robust connectivity across the length and breadth of the country
- Ability to expand the network without space or power limitations
- Assured 99.59% availability for power, cooling, and security

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