



How a sports marketing company untangled years of legacy communications

Challenges

- The company's broadcasting unit had legacy Primary Rate Interfaces (PRIs) experiencing outages, preventing them from making or receiving calls or communicating between locations.
- They had implemented Microsoft 365 and wanted to eliminate the various on-premises systems that had accumulated across the organization over the years.
- Their existing connectivity provider was unreliable. Issue reporting was slow, monitoring was non-existent, and their SD-WAN setup was outdated and poorly optimized.

Solution

- The company turned to Pure IP. We provided PRI handoff through our **Managed SBC** services and had the solution implemented within a month.
- Working with our Microsoft and telephony expertise, we determined that basic dialing capabilities would meet their needs. We designed a **Microsoft Teams** solution and rolled it out on their two-year timeline, building flexibility into the plan from the start.
- Recognizing that the broadcast support team might need a different solution, we migrated that team to UCaaS via our **Global Voice** platform, deploying **30 call center seats**.

Overview

Customer: Sports marketing company

Industry: Media and entertainment

Scope: 10 primary and 100 secondary sites

Solutions:

- Global Voice
- Unified Integrations – Microsoft Teams
- Global Network Services – Managed SD-WAN

- We redesigned the entire network infrastructure across all **10 primary locations** with our **Global Network Services**, incorporating dual network redundancy at every site and geo-redundancy across locations, along with a fully **Managed SD-WAN** redesign and our **Global NOC** and **Centralized Visibility** services.

Results

- PRI outages were eliminated within the first month.
- The Teams migration standardized communications across the organization, with a tailored UCaaS solution ensuring the broadcast support team had the call routing capabilities they needed.
- The network redesign delivered zero outages to date. We are now rolling the solution out across their **100 secondary sites**.