pureip
A BCM One Company

Manufacturer Vertical
Customer Success Story

How a manufacturer scaled voice across 1,500 locations

Challenges

- Their existing SIP provider's upstream carrier was hit by a **DDoS attack**, causing service disruptions that dragged on for two weeks — an unacceptable failure for a company operating at this scale.
- That experience set the bar for what came next: the replacement solution had to be built for **resilience** and **redundancy**, full stop.
- But reliability alone wasn't the brief. They needed high volumes of simultaneous calls with superior voice quality, and a provider that could absorb fast growth — including company acquisitions that would push their footprint from 2 data centers to **1,500 locations** almost overnight.
- **Starting requirement:** 25,000 DIDs, 80 toll-free numbers, and 640 concurrent call paths shared across two data centers. Near-term reality: 50,000 DIDs and enough concurrent capacity to cover peak usage across 1,500 sites.
- Their current setup offered no self-service portal, no inventory visibility, and no reporting. Everything was managed manually in spreadsheets. And when they needed support from their provider, even basic questions took too long to answer.

Solution

- After a competitive RFI process, the company selected Pure IP — **the only provider** that could meet every requirement on the list: cost-effective voice with burstability, a single management portal covering invoicing, call reporting, trunk utilization, DID management, and inventory, plus ServiceNow integration and a clear path to migrate to Cisco Webex when ready.
- The **differentiator** no other provider could match: **HyperNetwork™**. Pure IP's patented technology dynamically re-routes inbound DIDs in real time — so if a carrier goes down, the business stays up. It's the direct answer to a two-week outage they weren't willing to repeat.

Overview

Customer: National manufacturer and supplier of building materials
Industry: Manufacturing
Scope: 25,000 DID and 80 toll-free numbers for 600 locations in the US, growing very quickly to 50,000 DIDs for 1,500 locations
Solutions:

- Global Voice
- HyperNetwork™

Results

- Given the **volume of DIDs** involved, porting was planned site by site. The underlying connection was live within days, with testing beginning the following week.
- **Result:** 25,000 DIDs ported within 6 months. They're on track to reach 50,000 six months after that — a pace that includes weeks with 80 individual ports running in parallel.
- LOAs at this scale require precision. Displaced carriers flag any inaccuracy, and rejected LOAs stall the whole process. Pure IP's project team worked through every rejected LOA with the company to identify the issue and **keep porting moving.**