



# How a logistics giant untangled a decade of voice complexity

## Challenges

- The company's existing communications integrator wasn't delivering. Engineering quality was poor, support was slow, and there was **no direct relationship to speak of** — just escalations that went nowhere.
- At the same time, their **Cisco system was approaching end of life** and didn't integrate with their Microsoft estate. Acquisitions were piling up, bringing complex tenant migrations and calling plans that didn't fit the expanding architecture. **Number porting was manual and error-prone.**
- What they needed: a global PSTN provider with coverage in key countries, **reliable digital number porting, contact center interoperability, support for hybrid Cisco and Microsoft deployments**, and the scalability to absorb ongoing M&A — plus faster number provisioning and the ability to **decouple porting from tenant migration**. Most providers are experts in one platform or the other. They needed a partner who could do both.
- The company had already started using Pure IP for a couple of sites. **The difference in service quality was immediate.** That experience — combined with Pure IP's ability to meet every requirement — led the company to move **half of its global voice estate to Pure IP**, while the remaining half stayed with the incumbent until those contracts expired.

## Overview

**Customer:** Global shipping and logistics company with 10,000 employees and operations in 130 countries

**Industry:** Transportation and logistics

**Scope:** Over 100 locations in major port cities around the world

**Solutions:**

- Unified Integrations – Microsoft Teams Direct Routing and Cisco Webex Contact Center
- Full PSTN replacements in over 50% of sites

## Solution

- Pure IP Global Voice gave the company the flexibility to work within what they already had. Where other providers would have required a clean-slate approach, Pure IP **incorporated the company's existing SBCs** — hardware still well within its useful life — directly into the solution, protecting that investment.
- Contact center interoperability was also handled, maintaining continuity across both Cisco and Microsoft environments throughout the transition.
- The rollout was executed in phases across countries and acquisitions, with a **staged porting approach** and **tenant-to-tenant cutovers scheduled over single weekends** — minimizing operational disruption at every step.



## Results

- Quick wins came fast: **reduced conferencing costs**, faster project timelines from **rapid number provisioning**, and lower migration risk through **pre-porting**.
- The longer-term impact was structural. Before Pure IP, it took **six people to manage the global voice estate**. **Today, one person handles it** — and the other five have been redeployed to higher-value work elsewhere in the organization. In the first year alone, the team completed **porting requests for 100 different sites**. That volume would have been unthinkable under the previous setup.
- As the remaining contracts with the incumbent provider expire, the company expects to **move the rest of its estate to Pure IP**.

