



- > Internet-enabled call center network designed and implemented in three months.
- > Increased bandwidth improves call center processing capacity and speed.
- > High system security for agents and clients.

Anexinet Internet-Enabled Architecture Design Raises Competitiveness of Call Center Outsourcing Company

The Challenge

A Delaware-based call center outsourcing company operated twelve centers serving all regions of the United States and Canada, and clients such as JC Penny, American Express, and AT&T. To continue offering cutting-edge services and increase its competitiveness in the teleservices marketplace, the company formed a subsidiary for Internet-based call center services. The company sought to implement a secure, robust Internet-enabled platform aligned with its business goals and integrate existing systems within in a short, three-month timeframe.

The Solution

Anexinet's Cisco Systems-certified consultants and experienced project managers began by assessing the company's existing network. They then designed a new architecture using the latest firewall and layer 3 switching technologies from Cisco with products such as Cisco PIX 515R, Cisco 3000 and 2000 series routers, Cisco 4800 series switches, and Genesys NT v5 as the call center application. Anexinet leveraged the company's existing 3COM 3000 series switches to connect the new subsidiary's high-speed backbone and Internet access to existing call center servers.

The Benefits

Anexinet created a new Internet-enabled network to serve the company's entire call center operation. The Cisco-powered infrastructure with a gigabit Ethernet backbone increased the bandwidth of the company's network, and thereby call center processing capacity and speed across the organization. Systems are protected by a three-layer Cisco PIX firewall and 128-bit encryption between a Tier 1-managed web server and the call center application, ensuring security for agents and clients-whether communicating by email, chat, or voice over IP.

Anexinet automates business processes to improve operational performance, competitive advantages, and IT value with qualitative and quantitative return on investment. Solutions leverage the domain expertise of experienced consultants and business professionals, based on a proven Program Management Office (PMO) delivery model that harnesses more than 20 years of industry best practices. Anexinet's PMO provides consolidated real-time management for all aspects of solutions planning and delivery. Automated, client-focused enterprise project management keeps solutions on track, within time and budget, and aligned with client objectives.

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