CASE STUDY

SECTOR
Technology Services

SERVICE
Dedicated Internet
SIP Trunking
Professional Services

SYNAMEDIA + GTT

ACCELERATING DIGITAL TRANSFORMATION

> We compared GTT's Tier 1 IP network with other global providers, and our speed test showed that GTT's network was faster and gave a higher performance."

MARTIN SMALE ***GLOBAL CIO AT SYNAMEDIA***

GLOBAL IP NETWORK AND SIP TRUNKING SERVICE FROM GTT ENABLES LAUNCH OF SYNAMEDIA

GTT's Global IP Network and Voice Services Enable Synamedia's rapid carve-out from Cisco.

Synamedia is changing the way pay TV operators, telcos and media companies entertain and inform viewers. In a world of infinite content and entertainment, differentiated and targeted content is the key to success. With its video platform, network, security and advanced advertising solutions, Synamedia is committed to providing the world's most complete, secure and advanced end-to-end open video delivery solution.

The company was created in 2018 when Permira acquired Cisco's Service Provider Video Software Solutions (SPVSS) business. To establish its business operations, Synamedia needed a provider with the high-capacity global network, flexibility and speed to deliver everything required for its separation from Cisco in a very short time period. GTT won the bid to support Synamedia due to its reach, ability to deliver on tight timelines and competitive pricing.

THE CHALLENGE

Synamedia had 12 months to complete the full carve-out from Cisco. The new organization had a clear challenge: It needed to separate physical locations and network infrastructure, as well as be in a position to service existing clients and start up new service platforms. Synamedia needed its network in place quickly in order to support major office and R&D consolidation, such as migrating 15 million documents to Microsoft OneDrive. In addition, Synamedia needed to ensure its chosen cloud-based collaboration service, Microsoft Teams, was operational to connect the organization's people around the world, replacing 5,000 desk phones with softphones. Finally, with the leading pay TV operators worldwide relying on Synamedia to keep their content secure and their services stable, it was imperative that there was no disruption during the transition.

THE SOLUTION

GTT delivers a truly global network
GTT's Tier 1 global IP network provides high-capacity internet access (DIA) to all of the client's office locations in Belgium, Canada, China, France, India, Israel, Singapore, UK and USA.

GTT enables Synamedia's global deployment of Contact Center in Microsoft Teams
Deployment of Contact Center in Microsoft Teams

GTT also provided SIP trunking and 3,600 DDIs into Microsoft Teams for sites in 15 countries across Europe, North America and Asia Pacific. This includes 5,000 voice lines that GTT migrated to SIP on behalf of Synamedia. To support Synamedia's vision of an industry-leading "follow the sun" customer service, GTT has also worked with its partners Resonate and Luware to implement the first global roll-out of the Luware Stratus Agent, a cloud-based contact center solution for Microsoft Teams.

THE RESULTS

Today, Synamedia benefits from GTT's high-capacity global connectivity that helps service its customers around the world through the global reach of GTT's Tier 1 IP network. Synamedia's rapid transformation was supported through GTT's commitment to simplicity, speed and agility. GTT worked quickly to complete the project within the client's time frame, finishing key projects within six months.

Synamedia's customer service capability has been bolstered through the scaling and integration of its help desk function with Microsoft Teams and telephone numbers. Its new help desk has already handled over 15,000 tickets, and Synamedia's user satisfaction has increased by 27%.

"Our task for the carve-out was complex, and we needed an agile partner to engage professionally and be able to adapt as new challenges arose. GTT was able to keep in step with our needs for flexibility, speed of engagement and managing third parties."

MARTIN SMALE
GLOBAL CIO AT SYNAMEDIA

ABOUT GTT

GTT is a managed network and security services provider to global organizations. We design and deliver solutions that leverage advanced cloud, networking and security technologies.

We complement our solutions with a suite of professional services and exceptional support teams in local markets around the world. We serve thousands of national and multinational companies with a portfolio that includes SD-WAN, security, Internet, voice and other connectivity options. Our services are uniquely enabled by our top-ranked, global, Tier 1 IP backbone, which spans more than 260 cities on six continents.

The company culture is built on a customer-first service experience reinforced by our commitment to operational excellence and continuous improvement in our business, environmental, social and governance practices.

GTT Making Exceptional Possible

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