

Phybridge Case Study Singapore

Large Global Distributor of
Technology Equipment

comstor

A Westcon Group Company

Comstor Singapore, a member of the Westcon Group of Companies, was looking to gain the many advantages of Unified Communications but were held back by some significant barriers that they could not overcome. They were using wireless access points for their data network and needed to decide between revamping their wireless network to support voice/data and relaying data cables both of which would:

- Affect Comstor's renovation work and disrupt their fast paced business.
- Incur more cost & downtime due to the renovation and re-configuring of their network setup.

Given these barriers Comstor delayed their move to IP Telephony.

Phybridge UniPhyer Introduced to Comstor Enabling IP Telephony

Comstor Singapore was made aware of the Phybridge UniPhyer solution through Westcon Canada. Westcon focuses on bringing innovative technologies to their partners that can better serve customers; they were one of the first to recognize the value of the Phybridge UniPhyer. Comstor Singapore decided to optimize their Unified Communication experience while eliminating all previous barriers by using the Phybridge UniPhyer.

"We are converting some of our digital phones to Cisco IP phones. And I must say it is really a plug-and-play experience".

Michael Long
Solution Sales Manager, Comstor

Deployment was quick and easy with no network or business disruptions. "We are converting some of our digital phones to Cisco IP phones. And I must say it is really a plug and play experience," said Michael Long, Solution Sales Manager for Comstor.

The Phybridge UniPhyer is an enabling technology that optimizes customers' Unified Communications experience by eliminating many of the barriers associated with IP telephony deployment. The Phybridge UniPhyer leverages the existing telephony infrastructure to create a completely independent Power over Ethernet (PoE), Quality of Service enabled parallel network for voice. Customers gain the ideal centrally converted network topology with two physical paths—one for data and one for voice.

Case Study Summary

Opportunity:

Customer agrees with the strategic value of IP telephony and Unified Communications and considers a move to Cisco IP telephony.

Challenge:

Comstor wanted to move to IP telephony within their office but had traditional cabling and LAN infrastructure. Their data network was wireless and the cost of re-cabling and new gear combined with business disruptions during deployment were barriers for Comstor in their move to IP telephony.

Solution:

The Phybridge UniPhyer enabled Cisco IP Phones to be successfully deployed in the Comstor office by leveraging the existing telephony wiring. The Phybridge UniPhyer creates a centrally converged parallel voice network (PVN) with Quality of Service and Power over Ethernet. The Phybridge UniPhyer provides the ideal topology to optimize Unified Communications experience.

Result:

Comstor achieves their desired goal.

Comstor is able to gracefully migrate to IP telephony quickly and easily, with no business disruption and at a lower cost than traditional deployment.



The Enabling Company



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UniPhyer Benefits Include:

- Leveraging proven point-to-point infrastructure
- No disruptions
- Easy plug-and-play deployment
- Quick, overnight deployment
- Graceful migration
- Voice continuity regardless of LAN design
- Simple UPS management
- Dedicated Physical Path for Voice, no configuration required
- QoS guarantee regardless of Data loads
- Lower Total Cost of Ownership

About ComStor, Westcon

Westcon Group ("Westcon") has been around for nearly 25 years and has grown to become the world's leading specialty distributor of advanced network technology solutions with business practices: Westcon, Comstor, or Voda One.

Westcon specializes in the complex markets of networking, convergence and voice, defense and security, and mobility and wireless. Westcon gives resellers direct access to the products, solutions and services that turn existing and prospective end-user customers into satisfied business partners and, ultimately, profitable annuity streams of services and renewals.

About Phybridge

Phybridge Inc. is a provider of risk-free IP telephony infrastructure. The company brings practical innovations to market that provide organizations with an easier way to deploy and manage their communications. The company's UniPhyer solution turns any IP PBX Telephony deployment into a simple risk-free, plug-and-play installation with significantly lower costs than traditional implementations. For more information on Phybridge, visit www.phybridge.com.

Lower Cost, Quick, Easy, Non Disruptive Deployment

Step #1

Installed extra telco patch panel with RJ21 connector for lines migrating to IPT.



Step #2

Rack mounted the UniPhyer and connected to central UPS supply.



Step #3

Disconnected digital phones in locations to be replaced with IP Phones.



Step #4

We connected the Cisco IP Phones to PhyAdapter and PhyAdapter to RJ11 wall jack.



Step #5

We patched the telephone wires for identified lines over to new patch panel connected to UniPhyer.



Step #6

We connected RJ21 to UniPhyer & UniPhyer to Cisco IP PBX & powered up.



Step #7
Deployment Complete and Fully Functional in less than one hour.



The Enabling Company

