Moving in to a new world of next-generation telecom services

Integra expands customer services and revenue streams with software-defined networking (SDN) and big data.

" We have the consistency, automation, and scalability to meet our customers' growing demands. "

– Stephen Fisher, Vice President of Network Planning and Security, Integra

Telco providers are competing aggressively to deliver services that require big data analytics and a new IT approach faster in a rapidly changing market to meet customer demands.

Challenges

- · Modernize IT infrastructure with SDN and automation
- · Transform organizational infrastructure to operate and scale more efficiently and effectively
- · Improve operational and security analytics with big data

Integra is one of the largest regional providers of networking, communications, and technology solutions in the western United States. It's a leader in the telco market, using big data technologies, such as Splunk, to provide advanced security and protection for its customers. As big data got bigger, however, Integra wanted to develop at a faster pace. Its legacy, appliance-based infrastructure increased data center complexity and IT silos created inefficiencies.

"In an effort to stay ahead of our customers' needs to scale and retain data, we needed to find a better solution," says Stephen Fisher, vice president of Network Planning and Security.

Case Study | Integra

Size: 1,500 Employees   Location: Vancouver, Washington   Industry: Telecommunications

For Integra to remain competitive and support innovative services, it needed to modernize its data centers with virtualization and SDN.

"As our infrastructure requirements continued to grow to meet our customers' demand, we needed to future-proof our network to operate more efficiently and effectively roll out new products and applications," says Fisher.

Deploy Cisco® Application Centric Infrastructure (ACI) and Cisco UCS® servers for an agile, secure, simplified infrastructure for big data.
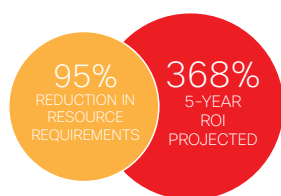
Solutions	• Used Cisco ACI for policy-based automation • Unified automation and management with Cisco Application Policy Infrastructure Controller (APIC)

Faster time to market, increased revenue

Cisco ACI is important in helping Integra accelerate market delivery of profitable new cloud-enabled services through a scalable, virtualized and redundant data center, such as Integra UC Cloud Voice, a comprehensive cloud based unified communications solution. With a comprehensive SDN architecture, Integra can provide highly scalable, secure, and reliable services for customers in minutes.

"We're saving more than 4 hours every time we activate a hosted PBX service," says Fisher.

Integra was able to deploy its UC Cloud Voice solution in a timely and agile fashion, without any restraints in its data center environment.

95% REDUCTION IN RESOURCE REQUIREMENTS

368% 5-YEAR ROI PROJECTED

Breaking down IT silos, boosting productivity

Because Cisco ACI decouples network identity from the physical infrastructure and then automates policies to meet application needs, IT can be more responsive to business needs.

"Cisco ACI gives us many options for policy automation, even on bare metal," says Fisher. "In the telco world, that's important. It's not practical for us to standardize on just one hypervisor."

Additionally, Cisco ACI has enabled Integra to break down IT silos and combine its engineering and IT operations team in one organization. Resources can spend more time delivering customer-facing services and cloud-infrastructure services through automation efforts.

No barriers to big data

The combination of Splunk software and Cisco UCS provides an operational and security analytics platform capable of scaling to support massive volumes of data.

"There are no longer any barriers to using big data to improve visibility and control, both internally and for our customers," says Fisher.

Fast time to value

Partnering with Cisco Services was invaluable to effectively deploying Cisco ACI and accelerated time to value. "We had our Cisco ACI fabric up in just a couple days," says Fisher.

With the help of Cisco for planning and configuration, Integra is implementing Cisco ACI in two new data centers, which include both internal and customer-facing services.

Strong ROI

Integra expects to realize staff productivity gains and increased revenue worth an average of $1.05 million per year over 5 years, which would result in a 5-year ROI of 368 percent and a break-even period of 9 months. With Cisco ACI and the SDN data centers in place, Integra is achieving consistent growth and expanding its customer and revenue bases.

Results	· Reduces resources required to deploy new cloud services by 95 percent
	· Generates a projected 5-year ROI of 368 percent with payback in 9 months
	· Enables IT to reallocate staff to focus on upfront planning and automation

Helping customers go virtual

Going forward, Integra plans to automate hundreds of deployments per month that used to require on-premises appliances in customer data centers. "It's the right time in the telco industry to move appliance-based workloads to virtualized cloud-based data centers," says Fisher.

Products & Services

Unified Computing
- Cisco UCS servers
- Cisco UCS Manager

Data Center and Virtualization
- Cisco Application Centric Infrastructure (ACI)

Cloud and Systems Management
- Cisco Application Policy Infrastructure Controller (APIC)

Routing and Switching
- Cisco Nexus® 9396 and 9508 Switches

Services
- Cisco Services for planning and configuration
- Cisco Solution Support for ACI

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