

Unified communications

ConnX forges a new path for customers with Cisco and Webex Calling

ConnX transforms a leading national auto parts retailer's communications, moving from complexity to a streamlined, efficient, and reliable UCaaS solution with Webex.

Partner summary

Partner

ConnX

Industry

Managed Service Provider

Location

Plainsboro, New Jersey



Challenge

Migrate a complex communication system to an AI-powered cloud solution with zero business disruptions.

Upgrade a diverse set of devices from multiple vendors with legacy firmware to support modern security requirements.

Provide a reliable solution for thousands of retail locations in urban and rural locations.



Solution

ConnX Maestro Orchestration Platform

Webex Calling



Results

Seamlessly migrated to a modern cloud solution in under six months with zero business disruptions

Modernized legacy devices to support the latest security requirements

Experienced a reduction in support cases

Improved service performance and call quality

4,718

retail locations

43,114

collaboration devices

ConnX steps up: A hero in the fight against UCaaS chaos and complexity

In the dynamic landscape of enterprise communications, few companies have risen to the challenge of constant change as effectively as ConnX. Powered by their proprietary Maestro orchestration platform and a strategic partnership with Cisco, ConnX solutions deliver on three key pillars: reliability, security, and risk avoidance.

When ConnX, armed with their technical expertise and relentless drive to simplify complexity, successfully migrated 4,718 stores and 43,114 devices in six months with zero business disruptions, they jumped to hero status with one of their largest clients, a national auto parts retailer. This is the story of how ConnX navigated complexity for this customer and forged a new path with Cisco and Webex Calling.

“The ConnX strategy is built around delivering seamless, scalable, and secure solutions that empower businesses to innovate, grow and avoid risk. By leveraging ‘actionable insights,’ we ensure our customers have a unified experience and the flexibility and intelligence needed to stay ahead in this rapidly evolving market.”

-Indrajit Ghosh, CEO ConnX



The evolution of ConnX: Mastering complexity with Maestro

ConnX’s journey began on Wall Street in 2015 when corporate consolidation and technology changes were the norm. Leaning into compliance and security challenges of the financial services industry, ConnX developed the Maestro orchestration platform which delivered operational excellence and resilience for complex and diverse environments.

But in 2023, ConnX’s UCaaS platform provider experienced a series of ownership changes which created an unacceptable level of uncertainty for their customers. They decided it was time to look for a new UCaaS partner, one with an open architecture for both hardware and software applications. Enter Cisco, a company that shares their vision of securely connecting everything.

The challenge: Migrating a national auto parts retailer's communications to the cloud

A key consideration of ConnX's evolution planning was the continued success of one of their most important clients, a nationwide auto parts retailer with thousands of stores and tens of thousands of devices requiring a hosted square key solution in the cloud.

With a widely distributed network of locations, from urban stores with broadband to rural outposts relying on copper wire, this retailer's managed services solution was highly customized. In addition, they were using devices from multiple vendors with legacy firmware that needed to support modern security requirements.

ConnX recognized that to support the continued growth of this valued customer, it was time for a modern, stable solution that would scale with their business. They also recognized the need to create new automation that could efficiently migrate these stores and devices during off-hours, with zero business interruptions, and little to no impact on store operations.

The solution: Cisco and Webex Calling

ConnX chose Cisco to be their strategic partner, leveraging Webex for UCaaS and CCaaS solutions to replace their previous vendor after an exhaustive competitive vendor review.

As the migrations for this national retailer scaled, with the visibility provided by Maestro, ConnX was able to quickly uncover anomalies, customize the standard Cisco configuration and leverage learnings into the next migrations. ConnX turned the potential risk of migrations into significant advantages by ensuring a seamless transition.

“Webex has the adaptability to support third party phones, the hosted square key functionality, and a rich portfolio of services that allow us to expand our offerings. ConnX is pleased to have Webex as our anchor platform to drive a unified and connected experience.”

—Rob Sese, Sr Director Client Innovation and Digital Experience, ConnX.

The outcome: A seamless migration cloud-to-cloud

The results were nothing short of spectacular: ConnX delivered an over-the-top (OTT), large scale solution, integrating Webex Calling across a diverse multi-vendor infrastructure, and successfully migrated more than 4,718 stores and 43,114 devices in under six months with zero business disruptions.

Engineering management feedback from the customer was impressive: “The project delivered everything ConnX said it would and more. It was on time, within budget, and delivered the business value intended. The stores are very happy and have reported notable improvements in the service performance, call quality, and in addition, the number of support cases are down.”

The ConnX and Cisco partnership: A perfect match

ConnX needed a stable, secure solution with a future investment strategy, AI capabilities, and a focus on mission-critical communications. Cisco’s commitment to securely connecting everything aligns perfectly with ConnX’s business strategy of enabling connected experiences.

“Cisco has proven to be everything ConnX wants from a partner, demonstrating transparency, integrity and trust, with a commitment to our mutual success.”

–Sara Hughes, Chief Marketing, Customer Experience & Channels Officer, ConnX

At WebexOne 2024, ConnX was named the Webex Managed Services Partner of the Year in the Americas for their ability to skillfully manage complex infrastructure deployments and platform migrations.

For businesses grappling with fragmented systems, technical challenges, and complexity, ConnX is the partner to have on your team. If it’s complex, call ConnX!



For more information
Please visit <https://connxai.com>

November 2024