

# Case Study: Global-i Assessment™

## RCN Business Ramps up on Hosted-PBX and SIP Trunking with Global-i Customer Assessment & Acquisition Services

### Business View

#### The Goal

**Develop and Deliver a Customer Assessment and Acquisition Solution for RCN TalkWare's Hosted PBX and SIP Trunking Services**

RCN Business Services ([www.rcn.com/business](http://www.rcn.com/business)) had just launched the RCN Talkware products for Hosted PBX and SIP Trunking. RCN Business was excited about small business and enterprise customers getting a deep understanding of the feature-rich and highly efficient products, and assessing prospective customer needs. Assessed prospect needs were distributed to the sales team in order for them to convert quickly on the hot prospects with assessed data. Utilizing Global-i Assessment™ Services, Global-i would leverage its expertise in the VoIP domain and design, develop and execute the Customer Assessment and Acquisition activities.

#### The Advantage

##### Increased success with Global-i

Global-i's deep understanding of the technical and market positioning of Hosted PBX and SIP Trunking Services for Business Customers capitalizes on the Customer-base, Network-based PBX and SIP Trunking Service Infrastructure and Service Support systems that service provider clients already have in place. Our Assessment Consulting Methodologies and Approach made it faster and easier for Global-i Assessment and Acquisition Experts to integrate with client's existing team(s) or newly created dedicated Global-i team(s) for fast customer needs assessment, sales engineering, proposal development and service implementation. Global-i brings extensive experience across numerous Hosted PBX, SIP Trunking and related IP Product and Service Development, Launch, Assessment/ Acquisition and Deployment projects, as well as development partnerships with leading vendors/providers who specialize in IP-based Communications.

Also, Global-i provided RCN Business with proven Full-Lifecycle Consulting services, helping to simplify complex assessments, sales engineering, technical account management, conceptualization, development, launch and implementations and prepare the client for future enhancements.

Finally, Global-i served as one source for consulting, contracting, integration and deployment; and contributed to specific competencies (e.g. strategy, product planning, project management, OSS/BSS integration).

## **Technical Details**

### **The Issues**

#### **Exploit IP-Convergence Capabilities**

Most businesses are struggling to stay competitive with today's IP-Trunking and Advanced IP-based Converged Services demand. Global-i's Assessment and Acquisition Services helped RCN Business with customer acquisition targeting lucrative Business customers needing Virtualized Services along with High Bandwidth. The Global-i solution, built on industry best-practices and standards, worked with RCN's Corporate, Business and Metro teams, and helped future-proof the TalkWare service portfolio against losing market potential and changes in the market or emerging technologies.

### **The Benchmark**

#### **Global-i knows Hosted PBX and SIP Trunking services**

Global-i's IP Convergence Assessment and Acquisition Solution utilized best-practices in Lifecycle Consulting and Project-based Outsourcing methodologies. Global-i leveraged top vendor solutions for Networking & Platforms of Hosted PBX and SIP-based Service Infrastructure, SIP Server Features, Advanced Centrex/Hosted/Mobile PBX Applications, SIP Signaling, OSS/BSS and related IT infrastructure.

## **Global-i Services Delivering this Solution**

#### **Global-i Assessment™**

Global-i planned, resourced and deployed all needed Global-i Offices for implementing this solution. RCN benefited from Global-i's Project-based Contracting service and outsourced the development and delivery of their Assessment and Acquisition functions. Global-i Consultants provided these services by becoming embedded in the client's existing or newly created full-lifecycle and all cross-functional teams utilizing the client's development/acquisition/delivery processes and business tools.

# The Implementation

## Learn from others' successes

Global-i teamed up with RCN Business and RCN Metro to target the On-Net customers and Metro customers wanting a Hosted PBX and SIP Trunking Solution in addition or replacing the current solution from RCN.

# Return on Investment

## Highest Return

Global-i's solution brought the highest ROI:

- Increased revenue potential by over \$5 Million for Hosted PBX and SIP Trunking customers by deploying new products and value added services quickly.
- Maximizing bundling of revenue potential with customers.

Questions about this solution send an email to [gicaainfo@globaliconsulting.com](mailto:gicaainfo@globaliconsulting.com)

Global-i ([www.globaliconsulting.com](http://www.globaliconsulting.com)) is a consulting, outsourcing and technology services solution provider. Created to deliver innovation and achievement, Global-i collaborates with converged communications & IT clients to help them become value-achievers. Our expertise is in lifecycle and implementation consulting, know-how of converging technology markets, deep understanding of emerging/current/legacy technologies and consulting models to help clients achieve "Value-Driven Solutions".  
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To discuss how Global-i can help your organization by Providing Outsourced Consulting and Contracting Services for Communications & IT Infrastructure, Networks, Platforms and Applications in the areas of Development, Delivery and Deployment:

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