REDUCING COMPLEXITY IN THE CONTACT CENTRE

Continued customer access to a service providers' contact centres or 'help desks' is critical to their operations, revenue, reputation and customer retention

"For customers in the banking and financial services industry (FSI), the reliability of communications is very critical, as system downtime means loss of productivity in their collections system, telemarketing and various other income-generating activities," said Michael Tan, executive director of Lambda Technologies (LambdaTech), a Malaysian company founded in 2002 by experienced communications engineers and information scientists to provide technology solutions in telecommunications, data communications and contact centre solutions.

"We also provide professional and technical services through a strong local team who understands our customers' needs and requirements, and recommends solutions based upon a global understanding of evolving technologies and our firm belief that our customers always come first," Tan added.

CORE FOCUS

LambdaTech's core competencies are in three main areas, namely:-

- Total contact centre solutions
- Data communications and telecommunications
- Banking and financial services software solutions

LambdaTech has over 50% share of the local contact centre market and it currently has over 12 customers in the banking and financial services industry, over 12 among multinationals and local companies, over 12 in government and education and the major telecommunications companies. However, we are not at liberty to disclose their identities.

Its technical support team are extensively trained and certified in a wide variety of telecommunications and data communications technologies, such as Cisco and Extreme Networks Certified Experts, and in Aspect Software's Customer interaction management products, while a number of its engineers are trained in Fault and Performance Management, Aspect Software certified engineers and Consultants to support its business partners and customers.

CONTACT CENTRES

Its contact centre solutions employ Aspect Software's unified communications (UC) and workforce optimisation solutions, such as Aspect's Unified IP and Aspect's Unified Customer Contact software suite.

Unified IP includes voice-related applications such as: automatic call distributor (ACD), predictive dialler, interactive voice response (IVR), Internet contact via email or chat, recording & quality management, unified reporting & administration and it helps contact centre operators reduce the complexities, costs, and labour typically associated with implementing and owning multiple point solutions.

It also combines communication routing, data integration, advanced speech, reporting and analytics applications to provide businesses with a single view of their

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contact centre operations and a single point of control for developing and administering business rules that handle live- and self-service interactions - no matter where agents or resources are located.

DATA & TELECOMS

Extreme Networks' solutions let LambdaTech build large Ethernet public networks and converged infrastructure including IP telephony, security, wireless and Metro Ethernet for its customers.

BANKING & FS

LambdaTech uses Microsoft Dynamics CRM solutions to let banks and FSIs provide their customer service representatives with the right information at the right time for better client insight and customer service so they can attract and retain profitable clients at lower cost.

MINDING THE FOUNDATION

However, even the best and most elaborate contact centre is as good as the wide-area network serving it.

"Without a solid network infrastructure, the contact centres we build can't do their best due to unreliable and intermittent connections, network jitter and so on. For example, if the underlying network cabling (OSI Layer 1) is not installed properly, all the communications and applications (OSI Layers 2 to 7) above it won't work properly," said Tan. "While our engineers are well versed in the OSI (Open System Interconnect) standard, we've spent a lot of time and money on troubleshooting network problems for our customers but take this in our stride as part of our value added services to them."

TRAFFIC OPTIMISATION AND FILTERING

Recently LambdaTech decided to provide customers with wide-area network (WAN) optimisation, application performance and network performance management solutions from Riverbed Technology and more recently, network traffic visibility and filtering solutions, including of big data, from Gigamon (through its local sole distributor E-Guardian).

RIVERBED

Riverbed's WAN capacity optimisation solutions let businesses maximise usage of the bandwidth and performance of their existing networks and storage by an order of magnitude.

It also frees enterprises from common IT constraints through higher application performance, tighter consolidation, enterprise-wide network and application visibility, without them having to pay for more network bandwidth, storage elements, additional or more powerful servers.

Despite global economic challenges, commercial banking is one of the most important, growth sectors worldwide today, and with on-going bank consolidation and more stringent compliance requirements, commercial banks compete fiercely to

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attract new customers, cross-sell services and penetrate regional markets, so must control costs and mitigate risks, deliver new services and outperform their competition.

And, Riverbed lets globally-connected enterprises, including commercial banks implement strategic IT initiatives including consolidation, cloud computing, and disaster recovery, without compromising end user performance.

IT CONSOLIDATION

Network visibility and optimisation are vital to the consolidation of IT infrastructure from remote branches to centralised data centres, helping to reduce costs and avoid productivity loss, and Riverbed's solution rapidly maps network and application dependencies, and increases application performance, thus enabling successful IT consolidation in highly distributed IT environments.

EXPANDING OPERATIONS, WHILE REDUCING COSTS

As commercial banks expand operations with new branch offices, the costs of bandwidth upgrades and IT overhead can outpace revenue growth, which is where Riverbed solutions can help them reduce bandwidth costs while they seamless scale their applications.

BUSINESS CONTINUITY AND DISASTER RECOVERY

With the transition to electronic banking, commercial banks must protect the increasing amounts of customer transaction data or risk losing both records and customers' trust, and Riverbed's solutions help them improve the business continuity process by accelerating backup and recovery from branch offices, between data centres, and to the cloud, without adding complexity or more expensive bandwidth.

INCREASED SERVICE CAPABILITIES

Deploying new services and applications to branches increases the load on the WAN, but adding bandwidth to numerous sites is expensive and does not address latency and increased complexity. Here Riverbed can help commercial banks add services to branch locations with network visibility, QoS, and LAN like application performance in spite of consolidated IT resources.

The award-winning Riverbed Steelhead appliances and Steelhead Mobile software speed the performance of applications between distributed sites up to 100 times, letting banks consolidate IT, improve backup and replication processes to ensure data integrity, and realise significant capital and operational cost savings.

So Riverbed technology lets banks meet the growing needs of a distributed workforce while accomplishing more with their existing IT resources at less cost.

GIGAMON

Network monitoring and security tools are struggling to keep pace at current network speeds between 1GBps and 10GBps and they will be unable to function properly as organisations increasingly move towards optic-enabled speeds between 40GBps and 100GBps

As next generation network traffic approaches that speed, many businesses, especially those facing security threats and demands for regulatory compliance, will find it increasingly difficult to accurately and reliably monitoring their networks, and will increasingly be potentially at risk as data leaks and cyber attacks become constant threats.

Their networks will also be more likely to encounter bottlenecks and outages, as tools that are accurate for a 10Gbps link just cannot handle the data flow inherent in a 40Gbps link or higher, and when monitoring becomes unreliable, business critical revenue-producing elements can be compromised.

These problems can be mitigated by continuous and accurate monitoring of bandwidth usage, while analysis and regular data audits give organisations the information they need to adhere to compliance regulations but for that, they would have to invest in faster monitoring tools at additional cost.

However, the complexity of monitoring also increases as more network architectures adopt emerging technologies such as virtualisation and cloud computing. Traffic can flow asymmetrically through a network, missing traditional monitoring tools altogether

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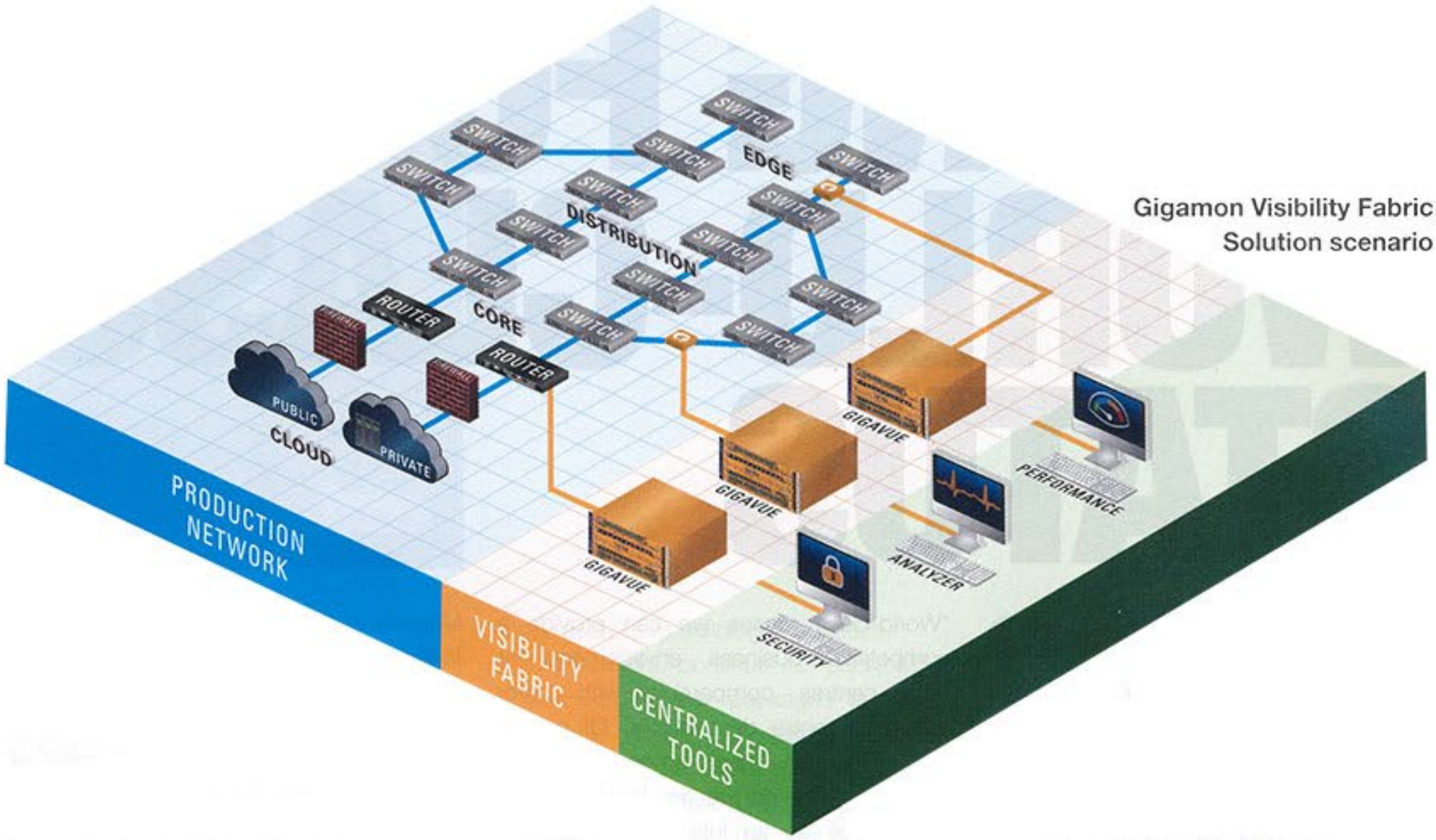

or at least is harder to track.

Also, while networks become larger, faster and more complex, budgets are often tighter and more thinly spread, which makes network monitoring much more difficult.

Legacy monitoring methods such as tools directly attached to a port on every switch are costly and provide a limited view of network traffic. Also, the monitoring device can soon be overwhelmed by traffic which exceeds its capacity, with inaccurate results, and upgrading each tool involves a costly and time-consuming structure plan to avoid compromising the production network.

However, Gigamon's fabric architecture with filtering technology can direct only the relevant data to a monitoring or security tool, so a monitoring device installed on say a 10Gbps network can handle speeds of up to 100Gbps, while protecting a customer's investment while letting it gradually transition towards more advanced communications.

The Gigamon Visibility Fabric architecture is a layer between the network monitoring tools and the network itself and manages the amount of traffic that flows to the monitoring tools and it scales from just a few connections to over a thousand, allowing traffic to be monitored and secured from a centralised network tool farm, while troubleshooting and security issues can be resolved quickly and all of this at lower capital and operational costs.

However, traffic aggregation and simple filtering alone aren't the complete solution, since problems still arise when monitoring tools receive unwanted packets from the filtered and aggregated packets. For example, a VoIP analyser which receive all the network traffic, instead of just the VoIP traffic.

Here, Gigamon's Flow Mapping advanced filtering technology lets users decide the types of traffic to include or exclude on connections between network ports and monitoring tool ports and how each tool should handle them. So the tools can operate more efficiently, are easier to manage, and are reliable and relevant at faster network speeds.

Flow Mapping combines input and output port traffic filters with up to 13 unique user-selected criteria and 'maps' it to one or more ports, allowing delivery of discrete traffic to the exact location or locations specified by the user, while it lets organisations maintain the reliability, security and integrity of their networks in tandem with rapid advances in communications technology.

"Riverbed and Gigamon solutions will provide a value added service which can demonstrate a clear return-on-investment (ROI) to our existing customer base as well as our future customers in today's competitive world," said Tan.

"More importantly, the ability to identify and resolve issues before they occur greatly helps our customers save costs and by combining these two solutions, we believe that we can deliver an effective solution which can save our customers money in the long run whilst also avoid issues before they occur," Tan added.

For more information, visit LambdaTech's website at www.lambdatech.net

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