

## LEGACY SYSTEM MIGRATION MADE EASY

Updated platform breaks new ground with Cisco and breathes new life into an old business

### THE CHALLENGE

Azad Khanlary was a successful VoIP pioneer in Toronto, having been in the calling card business for over 10 years. But a solid history couldn't make up for an old, outdated system. Customers were increasingly demanding newer and better calling features - features that his platform simply couldn't offer. Desperate, he dropped his rates as low as he could until he was barely breaking even each month. Still, his customer base was dwindling. He realized he had a decision to make: upgrade his system and survive, or give up and go under. The choice was easy. He called IPsmarx.

Azad had specific challenges. He needed to keep his customized PSTN-based IVR prompts, because his customers were familiar with them. He had a database of over 1,500 customers, some with accounts dating back ten years, and all of that information had to be kept intact and secure. His equipment, a server with old Dialogic cards and analog interfaces, was located at his office; but he didn't have the infrastructure to support an updated system. Finally, he wanted to ensure that he could still use his original PSTN carrier and keep his line quality high.

### THE SOLUTION

IPsmarx provided Azad with a new server and VoIP gateway, placed in a co-location facility in Toronto. The IPsmarx team then studied Azad's old database structure and were able to develop an Automatic Migration Tool to grab and read data from the old Dialogic system and write it to the new server. The entire database was migrated in just two hours, and data integrity was kept intact. In case customers attempted to access the system during this time, a maintenance prompt was put in place to let them know when the lines would again be available. And because the migration was performed during off-peak hours, the downtime didn't cost Azad a single customer.

IPsmarx also configured Azad's Cisco to send calls through the PSTN, so line quality was ensured; and, for the first time in Cisco history, they made it possible for calls to be routed according to the line quality desired. Azad's Home Service customers were automatically sent through his highest quality Gold lines, and his Calling Card customers routed through his mid-level Silver IP lines, all through the same gateway.

Finally, Azad's billing structure was totally overhauled. Previously, he spent one week of every month manually billing each and every one of his customers. His new IPsmarx billing software automatically bills customers via email, and will cut off any customers who do not make payments. The system takes care of everything - Azad doesn't have to lift a finger.

"I thought a whole new system was going to cost me an arm and a leg, but I figured I had no choice. Well, the solution IPsmarx created for me included absolutely everything I needed, and it was reasonably priced! Thanks to IPsmarx, I get to keep my business, my customers, and my reputation...and that's brought me new customers!"

Azad Khanlary / Toronto, ON, Canada

