

## EVERYTHING OLD IS NEW AGAIN

Reverse-engineering allows complete old-to-new system migration - with no downtime

### THE CHALLENGE

James Pazarjian wanted to expand his Montreal-based calling card business to include pre and post-paid Home Service. Unfortunately, his ten year old system was completely out of date and therefore un-upgradeable. It was taking him two days to generate ten thousand PINs, and during that time his line quality suffered and customers complained. He knew that if he wanted to grow he needed a completely new system.

But there were some conditions. This new system had to be compatible with his existing system so his customer data could be transferred over. He couldn't afford any service interruption or downtime, so the transition had to be quick and seamless, and his customers' data had to remain safe and stable, with absolutely no mix-ups. Finally, because he had an existing business he had numerous PIN's in use or ready for use on the market, so any new PINs had to be guaranteed free of duplication; and the old PINs had to be compatible with the new system, so his customers wouldn't need to replace or change anything.

### THE SOLUTION

IPsmarx reverse-engineered his entire system to see how his database was structured and how his PINs were generated. James's existing PIN algorithm was applied to work with IPsmarx's own unique algorithm and reproduce compatible, secure PINs. A newly-designed application scanned all new PINs to ensure that no duplicates entered the pool, and an enhanced module cut his PIN generation time from two days to less than five minutes and kept the process separate from his call applications, so line quality remained stable.

All three services - prepaid calling card, and pre and post-paid Home Service - were combined into one central system. Instead of having one carrier for each service, he set up one least-cost routing service for all three. All administration activity was handled in one place - he could perform batch jobs, and even migrate his customers from one service to another. And if he ever wanted to separate his services, he retained the ability to do so.

Finally, IPsmarx migrated his existing data from the old system to the new - a process that took only a few seconds. His service remained up and running, and his customers didn't notice a thing. All customer data - account numbers, balances, call histories - remained stable and secure.

"I couldn't believe how easy this was. I think the IPsmarx team must be magicians. This new system does more than my old one, yet it is much, much easier to use. If you give the IPsmarx team a problem, they will come up with a solution, even if they have to create one out of thin air. I couldn't be happier with what they've done for me, and my customers - and I am getting new ones every day - are happy too."

James Pazarjian / Montreal, QC, Canada

