



A leading BPO delivers seamless customer services with wire-speed VoIP traffic for work from home users

Industry: BPO

This renowned BPO organization is a technology-enabled global service provider, specializing in customer engagement and improving business performance. It partners with ambitious, progressive executives around the world to future-proof their businesses and stay ahead of the competition and customer expectations. It aims to create exceptional customer engagement, accelerate digital transformation, and deliver actionable customer experience insights. It is known to invest in new technologies and top-notch security to provide customers with a smooth business experience, preserving the quality and reputation of customers' as well as their own brands

“At our organization, we took all possible measures to ensure safety of our workforce, while ensuring minimal disruptions to our business operations and services. It was critical to ensure that the transition to work from home didn't disrupt our services. With Accops Digital Workspace, we could ensure business continuity without worrying too much about data security, compliance issues or user experience. Now, we can securely serve our customers from anywhere, anytime, using any device and network, during pandemics or business as usual.

- The BPO

Challenges

- Potential loss of productivity as users had to switch to work from home without much preparedness due to pandemic-inflicted lockdown
- Poor customer experience as a result of transmitting live voice traffic over low-bandwidth, fluctuating internet connections
- Concerns about regulatory compliance and data privacy as client data had to be delivered to work-from-home users
- Business risk due to lack of visibility and control over endpoints and users' activities

Solution

- Application & Desktop Virtualization (VDI) solution
- Zero-Trust based Application Access Gateway with Identity and Access Management
- Linux-based, hardened live OS in a USB drive

Benefits

- User productivity was maintained at pre-Covid levels even during lockdowns by enabling work from home in a secure & timely manner
- Improved customer and user experience by delivering wire-speed, high quality voice traffic to VoIP users
- Met regulatory compliance and ensured data privacy by keeping client data off user endpoints, with built-in DLP features & detailed user activity logs
- Reduced TCO by about 50% & optimized OpEx



For the global BPO, providing their customers with uninterrupted and quality services tops the priority, be it during a pandemic or any other crisis.

Business requirements

- Seamless remote access to business apps, voice apps & data from anywhere, anytime
- Ensure consistent app response and high-quality voice over low bandwidth
- Secure & instant remote access for BYOD users
- Enforce security policies; device lock down, device health check, etc.
- Enable contextual access; publishing specific apps to specific roles
- Limit internet access to internal users
- Enable strict data leakage prevention features to ensure compliance

However, when the Covid-19 pandemic compelled most of the employees to work from home, delivering internal applications and data to a dispersed workforce posed a serious challenge. Also, inconsistent application response and poor voice quality due to low internet bandwidth caused unpleasant experience for users as well as customers they served.

To avoid disruptions in business processes and customer services, they looked for a foolproof solution that would enable their users to work from anywhere with secure access to internal business applications and corporate resources, delivering BAU performance and connectivity under Covid-19 conditions.

They wanted to provide an immersive computing experience to its teams in India and abroad, ensuring seamless access to customer data and VoIP systems over internet.

From the security and compliance perspective, the renowned BPO wanted a Zero Trust solution that would take care of all data security and data leakage concerns --- check device health in real time, bind users to specific devices, provide contextual access to specific applications based on roles and responsibilities, and provide limited access to internet, blocking personal emails and other portals for internal users.



Products Deployed

- **Accops Digital Workspace:** A complete solution suite that includes Application & Desktop Virtualization, Application Access Gateway, and Identity & Access Management
- **Accops Nano:** Hardened Live OS in a USB drive

The reputed BPO found its answer in Accops Digital Workspace suite, an end-to-end solution to take care of work-from-home needs, after evaluating offerings from Citrix, Inuvika and Hysolate, among others.

With Accops solution suite, which includes Application & Desktop Virtualization, Application Access Gateway, and Identity & Access Management, they could virtualize their internal apps and desktops, and enable users to securely access them over internet. The Access Gateway delivered wire-speed, high quality voice traffic, enabling remote BPO users to serve their customers even over low bandwidth internet.

Also, the Accops solution was seamlessly integrated with Cisco Duo used for MFA and provided an additional layer of security by enabling strict policy enforcement, device health check, device lockdown, and data leakage preventions. Accops Nano provided additional value by enabling BYOD users to access corporate resources, without causing any compliance issues.

With the help of Accops solution, the BPO could tackle challenges posed by the pandemic and ensure its teams remained productive from wherever they were without any disruptions.

The BPO experienced better bandwidth utilization, better voice quality and higher performance. The last but not the least, they managed to avoid dependency on multiple vendors and cut down their TCO by about 50%.