

Case Study – Equinix Inc.



Customer Brief

Equinix, Inc. provides network-neutral co-location, interconnection and managed information technology (IT) infrastructure services to enterprises, content providers and financial companies. Through its International Business Exchange (IBX) data centers, across 18 markets in North America, Europe and Asia-Pacific, customers directly interconnect with a network ecosystem of partners and customers. Its services comprise co-location, interconnection and managed IT infrastructure services. Co-location services include cabinets, power, operations space and storage space for customers' co-location needs. Interconnection services include cross connects, as well as switch ports on the Equinix exchange service. Managed IT infrastructure services helps customers to leverage Equinix's telecommunications. The company was founded in 1998 and is based in Foster City, California.

- Annual Revenue: \$825 million
- Total full-time employees: 1200+
- CRM OD/CCOD Users: 75

Business Problem

- Strong need to improve customer support effectiveness and streamline support processes across three different business groups
- No system to handle email interactions
- No tracking was available for incoming phone and email interactions
- Lack of reporting made it difficult to find out agents true productivity
- Different Business groups working on stand-alone applications without integration with their back-office applications
- Had to navigate through multiple applications while keeping the customer on call, even to fulfill the simple service requests
- Integration with Oracle EBS Financials

Key project challenges

The key challenge was to implement Bundled CRM On Demand and Contact Center On Demand in a short timeframe and integrate with their back-office oracle e-business applications. With Equinix Response Center being a 24/7 operations, the need to go-live with least interruption to the business was very crucial. With Oracle one of first 24/7 Contact center On Demand implementation and limited expertise pool made it even more challenging during implementation. Added to this, the need to train all the different user groups and keeping the business requirements within scope was a challenge. Keeping the challenges in mind the project was planned with enough time for review and training, while having regular reviews with the business for project updates. The smaller window for go-live tasks, the data conversion was executed multiple times to ensure accurate and faster load. In the end the project was successfully implemented within the stipulated time without any issues to the satisfaction of the business and user groups.

Product Modules involved

- Siebel CRM On Demand
- Bundled Contact Center On Demand
- Oracle e-Business suite
- Custom Integration using Oracle SOA Suite (Fusion Middleware) and J2EE technologies

Serene Delivered Business & Technical Solution

- 12 week timeframe to implement Bundled Siebel CRM On Demand and Contact Center On Demand along with building custom integration solution and integrate customers between Oracle e-business and Siebel CRM On Demand
- Built complex call flows and call routing functionality
- Built sophisticated reports with unified CRM and Call data to monitor and measure agent and group performance
- Data Migration of customers from Oracle e-business and Siebel CRM On Demand

Project Team Size

Serene Team

- PM / Business Analyst (1)
- Technical Lead (1)
- Development team (3)
- Data Migration & Reporting Team (1)

Equinix team

- IT Project Manager (1)
- Business PM / Business Analysts (2)
- Integration Team (1 part time)
- Oracle Apps Team (1 part time)

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