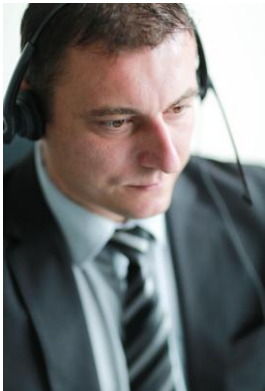


# GMS Story 1 - The Failed Gateway

GMS customers aren't looking specifically for 'good service'. They know they are going to be supported by professional operators and engineers with many years of industry experience. 'good service' is standard.

What a GMS customer expects is 'The GMS Difference'. In the world of executive Telepresence provision failure is not an option. The service must always work, and be delivered with the highest of service levels. Communication must be clear, precise, timely and unerringly polite.

This is what we do - all day, every day, thousands of times each month for our corporate customers.



In the world of visual collaboration we tie together legacy and modern back-end systems, video, voice and document sharing, from dedicated rooms to desktop and mobile devices. Between offices, cities, countries and continents. In any complex, distributed ecosystem hardware and network failures are a fact of life. How your service partner reacts to and manages the inevitable will define how your colleagues and internal customers perceive the service you are providing. Your partner should have the skills, initiative and mandate to react quickly, directing vendors, resellers and local support to rectify any issue before your customers are impacted.

Compared with a decade ago when ISDN conferencing was universally unreliable, modern IP-based telecommunications and vastly better internet connectivity means failure is far less frequent. Also today's businesses are thriving on face-to-face communication from anywhere, on any device. This means when things do go wrong they are far more visible to your stakeholders. The adage 'You are only as good as the last call' was never truer.

How does GMS stack up against the competition when it comes to fault resolution? We believe in real-world examples, not marketing spin. So here's a real-world fault case handled by GMS operators for a major corporate in early June 2014. The client, vendor and reseller details are confidential, however every detail is accurate.

## **Background**

GMS staff provide service to a Fortune-500 corporate, in co-operation with other service providers operating in different global regions. The Telepresence network infrastructure is managed by GMS on behalf of the client.

During a routine test of network assets a secondary gateway device in a foreign region was found to have failed. The potential impact was that in the event that the main gateway failed, that region would be left with no telepresence capability.

### **GMS reaction**

GMS operators initiated the standard process of managing hardware failure. This would normally be a 24-hour cycle of vendor shipment, licence transfer from the faulty hardware to the replacement, installation, commissioning and testing.

When the replacement hardware was received it was found to be faulty on arrival. GMS initiated a second expedited replacement process with the vendor. The reseller failed to ship the second device within the required timeframe, requiring GMS staff to escalate within the reseller and plan resources to install and configure in the shortest timeframe possible.



When the replacement hardware arrived the vendor did not make the licence transfer correctly, requiring GMS staff to escalate internally with the vendor to get the licence transferred correctly.

Once the hardware was confirmed as correctly configured it was shipped to the datacentre for installation. GMS rescheduled shifts with the on-site support provider to ensure the most experienced staff were on hand to perform the installation and commissioning. However whilst en-route the courier lost track of the hardware, causing further delays.

The hardware was finally restored to service 6 days after failure, a timeframe including a weekend and public holiday.

The client stakeholders were kept informed of progress throughout the episode. GMS staff used their deep product and process knowledge to drive the most effective resolution. Leveraging their close personal ties within vendor, reseller and service partner staff, GMS achieved a result that would have been unobtainable in a traditional service provider relationship. Flexible practices and ability to use initiative to solve problems within often rigidly-prescribed security and commercial boundaries made the GMS difference.

## **Outcome**

The feedback from the client's Head Of AV Operations back to the Global Head Of AV Services was as follows:

*“An emergency hardware swap was needed, when the new equipment arrived it was DOA, that then put our teams into overdrive and kicked off an exceptional cooperation spanning the weekend and public holiday ... with people working into the night to get the replacement hardware setup and into place. With everything back up and running in the shortest timeframe and with minimal risk to our operations I wanted to say thank you and hope others follow their example”*

The professionalism and dedication of GMS staff makes the difference. How can we help you deliver the best-possible experience to your business?

Photos are of GMS staff using our industry-standard video toolsets in the GMS Frankfurt office.