

CASE STUDY

Robust Business Continuity and Disaster Recovery Solution

Customer: Iconic Australian sports stadium and entertainment organisation

Location: Melbourne, Australia

Industry: Events

nimbus Hub helps the Melbourne Cricket Club (MCC) meet its business continuity and disaster recovery needs by enabling call forwarding destinations to be stored in advance and activated instantly with a simple click. The solution allows The MCC to significantly improve how it deploys resources, and accounts for its vital assets, particularly for managing large sporting and music events at its iconic venue.

At a glance

Challenge

- Provide a robust Business Continuity solution
- Enable real-time redirection of numbers without intervention of service provider
- Create & manage unlimited Business Continuity plans
- Seamlessly integrate with customer's Telstra communications backbone
- Provide an innovative feature set for users
- Protect reputation of client's major brands & provide seamless experience for its millions of customers

The Challenge

In 2020, The MCC migrated from its traditional copper telephone (ISDN) network to a digital platform based on the National Broadband Network, (NBN). This strategic move to Voice Over Internet Protocol (VOIP) provided many advantages to the client but it also required a connection between the organisation's Cisco Call manager solutions at the customer's main site and its backup location.

Given the high client profile and the critical revenue stream provided by MCC's main sporting and events precinct, The MCG, it was imperative that a robust Business Continuity solution was deployed to handle planned and unplanned building evacuations or events.

As part of this continuity plan, it was also vital that the communications solution allowed The MCC to control the redirection of their existing advertised telephone numbers at Head Office, to their back-up DR site – in an instant without the need to go back to their telephony provider.

Solution

- Focus on helping customer's communications network evolve
- Ensure the delivery of safe, enjoyable and innovative in person and media-based activities
- Include providing disaster recovery contingencies.
- Develop an integrated, web-based portal for the organisation's communications network managers
- Enable easy & effective management of ad hoc call forwarding of individual telephone numbers and other functions
- Protect reputation of client's major brands & provide seamless experience for its millions of customers

To ensure the customer met its business continuity and disaster recovery needs, the organisation required a robust and long-term solution which could:

- Provide a robust Business Continuity solution for planned/unplanned building evacuations or events for tens of thousands of fans at a time
- Enable redirection of existing advertised phone numbers in real-time without the intervention of a service provider
- Create and manage unlimited Business Continuity Plans that allow call forward destinations to be stored in advance and activated instantly
- Seamlessly integrate with the customer's Telstra communications backbone
- Provide an innovative feature set for users which would reduce the need for costly and slow methods of phone number call forwarding and other functions
- Protect the reputation of the client's major brands and provide a seamless experience for its millions of customers



The Solution

To ensure the client could meet its business continuity requirements at scale in its new digital environment, the customer began working with nimbus in early 2020, in conjunction with their Session Initiation Protocol (SIP) provider, Telstra.

The solution was focused on helping the customer's communications network evolve. This was considered particularly important because the customer, one of the world's most iconic sports clubs, is responsible for the safety of crowds at its main stadium. The solution from nimbus was designed to ensure the delivery of safe, enjoyable and innovative in person and media-based activities at the main stadium and surrounding entertainment facilities, including providing disaster recovery contingencies.

Given the emphasis on migrating the client to a customer focused, nimble communications infrastructure which supported world's best practice disaster recovery and business continuity, nimbus developed an integrated, web-based portal for the organisation's communications network managers.

The portal was designed to enable easy and effective management of ad hoc call forwarding of individual telephone numbers and other functions.

From this highly secure web portal, the customer's IT administrators can create and manage unlimited Business Continuity Plans that allow call forward destinations to be stored in advance and activated instantly with a simple click. This vitally important business continuity feature can be activated from any web enabled device at any location at any time – a significant evolution in productivity and capability from the traditional telecommunications environment.

Result

- Enables call forwarding destinations to be stored in advance & activated instantly with a simple mouse click
- Provides an integrated, web-based portal, ensuring easy & effective ad hoc call forwarding of individual phone numbers & other functions
- Provides complete audit & full logging history of the solution, including when plans were added, changed or deployed
- Allows authorised IT administrators for the first time to make changes to the configuration of each plan and/or activate the plan in real time

The Result

By accessing nimbus Hub, authorised users at the customer can, for the first time, make changes to the configuration of each Plan and/or Activate the plan in real-time.

In another first, nimbus Hub provides the organisation with a complete audit and full logging history of the solution, including when Plans were added, changed or deployed.

This revolutionary feature, which can be accessed in a dashboard environment on any device in a highly secure way, is allowing the customer to significantly improve how it deploys resources, and accounts for vital assets.

nimbus provided the client with incoming call flexibility and empowered the organisation to configure and invoke Call forwarding plans real time, without the need to contact a third party.

The nimbus Hub solution:

- Enables call forwarding destinations to be stored in advance and activated instantly with a simple mouse click
- Provides an integrated, web-based portal, ensuring easy and effective ad hoc call forwarding of individual phone numbers and other functions
- Provides complete audit and full logging history of the solution, including when Plans were added, changes or deployed
- Allows authorised IT administrators for the first time to make changes to the configuration of each Plan and/or Activate the plan in real time

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About nimbus

As one of Australia's fastest growing technology innovators, nimbus is at the forefront of the future of work, providing integrated tools to optimise human endeavour, drive positive business results, and create a "live anywhere, work everywhere" world.

Through future-proofed, cloud, patent protected software, nimbus transforms employee management capabilities for location-based, remote, and work from home staff with compliance, workforce optimisation, and business continuity solutions.

nimbus' suite of Software as a Service products are deployed by some of Australia's top ASX companies, and globally by organisations and Government in the United States, the United Kingdom, Mexico, Canada and the Middle East.

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