

# CASE STUDIES

1178 Broadway, 4th Floor Unit 40,  
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INARI™

**Nobel Prize winners leading genetic research. Seven locations with MPLS between Harvard, MIT, and other institutions, Disaster recovery and geographical redundancy.**

## CHALLENGES

In order to future-proof their global locations and address issues such as failover and disaster recovery, Inari faced several challenges:

A lack of federated network architecture, security gaps, and the need for consistency in replication and automation across various deployment sites.



## SOLUTION

Our engagement began with a 24/7 Network Operations Center (NOC) support agreement. As Inari continued to experience exponential growth, it became evident that their IT and network infrastructure required not just a refresh but a complete redesign to ensure future-proofing for bigger data, backup and speed needs.

Once the strategic goal was defined, we made the decision to deploy a network architecture utilizing Cisco, Microsoft, and AWS technologies. This undertaking involved the intricate design, configuration, and routing of hundreds of devices and endpoints.

Our approach began with the creation of detailed network diagrams, which served as virtual representations of the actual network. While this was a time-consuming process, it proved invaluable, as constructing the network in tools like Visio made subsequent changes and improvements easier and safer to design and deploy. These virtual representations allowed us to track each piece of hardware and each port's connectivity and functionality.

The final solution and deployment met the highest standards of security across platforms and applications: Cameras, hybrid networking, disaster recovery, firewalls, and security measures, as well as API integrations with data-gathering machinery, a multitude of sensors, and alerts distributed across continents.

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## Global advocacy organization for the Jewish people.

### CHALLENGES

The challenge at hand was to maintain the highest security standards for collaboration and telepresence while ensuring a global workforce equipped with BYOD devices could remain constantly connected and available.

At AJC, employees must be ready for interviews on major news channels at a moment's notice. These communications required point-to-point encryption, while improving quality of service (QoS), and jitter.



### SOLUTION

To address these challenges, we designed and implemented an auto-attendant solution with Intepeer and Cisco Webex. The first step involved surveying stakeholders to identify key performance indicators (KPIs) and measures of success. Once these strategic goals were defined, our team developed a business process to optimize donations while prioritizing call access to other departments. We configured all network and Webex settings, call routing, hunting, and other auto-attendant features to align with AJC's strategic objectives.

The resulting solution centralized all communications and support, allowing each branch the flexibility to implement Cisco Webex based on their specific needs and staff requirements.

This deployment spanned global locations, with individual direct inward dial (DID) numbers assigned per country. Our services included managing moves, adds, changes (MACs), voice-mail, endpoint management and support, stress testing, and API integration with Microsoft, along with role-based security measures.

Furthermore, our engagement expanded to include consulting for email marketing, sending over 2 million emails monthly. This consulting focused on best practices for email marketing, as well as optimizing server and hosting design to enhance deliverability. These improvements didn't just stem from the content and subject lines but also from fine-tuned server configurations.



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## From a wireless access challenge inside a US Landmark to a revenue producing solution with Cisco Meraki.

### CHALLENGES

The challenge at hand was to provide and control Wi-Fi access within the US Landmark, Fox Theater, one of the top 10 largest entertainment venues in the US.

Business and marketing stakeholders also aimed to maximize the potential of the wireless access points.

There was a pressing need to utilize visitor data for more targeted marketing efforts.



### SOLUTION

Our solution involved the implementation of a Cisco Meraki architecture. This system allowed visitors to access the Wi-Fi using various authentication methods, including their Facebook accounts, through a customized splash page. It enabled Fox Theater to manage internet usage during main events and performances, thereby minimizing disruptions.

Additionally, the marketing team could now gather valuable client information, including their marketing "persona." This empowered Fox Theater to reach out to clients based on the type of show, the typical persona of attendees, and their proximity to the theater. This data-driven approach led to increased revenue by offering "last-minute event savings" and a more tailored marketing strategy.