



## CenturyLink Solutions Featuring:

SIP Trunk Service

**Case Study:** Gateway Health



**CenturyLink®**  
Business

## Customer:

Gateway Health  
<http://www.gatewayhealthplan.com/>

## Business Challenge:

Business growth, periodic outages and high costs motivated managers to seek a replacement for their legacy TDM-based telephony system. They needed a call-center platform that was flexible, reliable and cost effective.

## Solution:

Gateway managers implemented the CenturyLink SIP Trunk service to support over three million calls annually. The 100 Mbps SIP circuits support 300+ call center service representatives and are burstable to 1Gbps to accommodate future growth.

## Benefits and Results:<sup>1</sup>

- Reduced telephony expenses by 48 percent.
  - SIP service originates/terminates local, long distance and toll-free service across a single broadband connection.
  - Not billed for long distance and toll-free SIP sessions.
  - Consolidated four rack units (RU) of legacy TDM equipment down to ½ RU to support SIP services—88 percent less equipment to monitor, maintain, update and troubleshoot.
- Flexible SIP-based design supports growing business.
  - Able to easily add, move, delete new/old locations.
  - Scalable circuits accommodated 40 percent increase in call volume since implementation with room to spare.
- Significantly increased the reliability of telephony platform.
  - No outages to date compared to periodic outages with legacy TDM system.
  - Resilient CenturyLink design incorporates diverse pathways to promote availability.

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<sup>1</sup> Disclaimer: These results are unique to this entity and should not be considered an indication of the amount of savings or improvements that may be realized by any other entity subscribing to comparable services.

# Gateway Health

Gateway Health (Gateway) is a Managed Care Organization (MCO) based in Pittsburgh, Pennsylvania. Gateway Health<sup>SM</sup> concentrates entirely on serving the needs of the most vulnerable citizens—those facing chronic diseases, the disabled, the aging and the financially disenfranchised. Since its inception, Gateway has focused on providing the best possible health care to a growing number of Medical Assistance (Medicaid) and Medicare members. Gateway offers care for a wide range of health needs, from regular doctor visits to emergency care.

Like many MCO's, Gateway is a call center centric business. It is here that the company's 300+ professionals answer member and provider questions related to available services and benefits. Gateway's call centers log over 4,000,000 calls annually. The heavy volume led executives to seek out ways to lower infrastructure costs as well as to improve the call experience for their members.



## FACING THE CHALLENGES

"After years of steady growth, we ran short of space," said David Guilinger, Director of Information Services for Gateway Health in Pittsburgh. "So we decided to move to another office building that could accommodate our expansion."

Looking to make a fresh start at the new location, Guilinger made plans to replace the firm's TDM-based telephony solution with IP-based phone systems and circuits. "We wanted to leverage the greater feature set available with IP-enabled telephony solutions as well as to capture the cost savings we felt were possible by going to a SIP-based technology."

Guilinger's team drafted a comprehensive request for proposal (RFP). In it, they stressed the importance of deploying solutions that were: scalable to accommodate the business' growth; a resilient design to ensure that call center operations ran uninterrupted and cost effective to meet budget constraints.

“When we first learned about SIP solutions, they sounded too good to be true. But based on our experience with the CenturyLink SIP trunks, I would highly recommend them in an enterprise production environment. They have performed as advertised, are simpler to manage, are more flexible and deliver carrier-grade call quality.”

— David Guilinger Director of Information Services, Gateway Health

## PROVIDING A SUCCESSFUL SOLUTION

After carefully evaluating four RFP submittals, Guilinger’s team selected the CenturyLink SIP Trunk service.

“We were impressed by the savvy network design they presented to us along with their strong technical capabilities,” recalled Guilinger. “We also liked their proven track record serving enterprise voice customers in general, and contact center operators in particular.”

CenturyLink technicians worked with Gateway’s Managed Metro Ethernet Transport (MET) provider to link the new Pittsburgh site to the PSTN and the Internet. Three CenturyLink SIP Trunk circuits connect to the MET via redundant POPS and pathways. These deliver connectivity to the company’s VoIP/SIP telephony platform as well as to the Internet. Telephony and Internet SIP trunks deliver 100 Mbps throughput and are burstable to 1Gbps.

As for the implementation, “We had a one-night window to switch everything over,” said Guilinger. “We migrated all of our toll-free and local numbers to the SIP trunks and they’ve been working well ever since.”

## DELIVERING RESULTS

“When we first learned about SIP solutions they sounded too good to be true,” recalled Guilinger. “However, based on our experience with the CenturyLink SIP trunks, I would highly recommend them in an enterprise production environment. They have performed as advertised, are simpler to manage, are more flexible and deliver carrier-grade call quality.”

## COST-EFFECTIVE VOICE PLATFORM SOLUTION

“The CenturyLink SIP solutions cut our telephony costs by 48 percent compared to our legacy TDM system,” said Guilinger. “We’re applying some of those savings to develop applications—things like Web chat—to better meet our members’ communications needs.”

At the operational level, “The CenturyLink SIP-network design simplified our voice platform, allowing us to reduce the four rack units (RUs) of legacy TDM equipment down to a ½-rack of gear,” explained Guilinger.

Moreover, the use of CenturyLink’s Control Center Web portal significantly streamlined Guilinger’s monthly bill review. “We went from sorting through a ½-foot of paper from multiple carriers to reviewing and analyzing a consolidated electronic bill from CenturyLink,” recalled Guilinger. “That’s been a big time saver.”

## SCALABLE, FUTURE-PROOF DESIGN

The deployment of 100 Mbps SIP circuits, burstable to 1 Gbps, solved Gateway’s scalability issue.

“The scalability of the CenturyLink SIP service makes it a long-term solution for our business,” stated Guilinger. “Since the implementation, the SIP circuits have easily handled a 40 percent increase in our projected call volumes. So we don’t worry about headroom anymore.”

The flexibility of the SIP-solution gives Gateway still another key advantage. “CenturyLink’s design easily accommodates changes to our office footprint—from adding new locations to relocating or decommissioning old ones,” explained Guilinger. “That eliminates worries about having to redesign my platform.”

## RELIABLE CALL CENTER VOICE PLATFORM

"The CenturyLink design also incorporates three fully-diverse SIP trunks plus carrier diversity," said Guilinger. "That redundancy plus the reliability of the CenturyLink services gives us confidence that we'll maintain the high availability that our call center has experienced so far."



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\*These results are unique to this entity and should not be considered an indication of the amount of savings or improvements, if any, that may be realized by any other entity subscribing to comparable services.

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