



# CASE STUDY



## Advantix Helps Financial Services Company Deploy and Manage Network Infrastructure Around the Globe

Advantix's client is one of the largest financial services companies in the world. The Fortune 500 firm enables customers to conduct money transfer and payment transactions online, through its app, and in-store in thousands of locations worldwide.

Company stakeholders recently implemented software to track user activity and create analytics to help them enhance the customer experience (CX). To flex this data, they sought to roll out a new technology platform utilizing software applications, routers, broadband circuits and wireless connectivity.

### Challenge

The organization's IT team was short-staffed and did not have carrier or connectivity experience. They also lacked the resources and the tools required to manage a complex web of analytics, equipment, connectivity, and numerous vendors worldwide. "Advantix started as one supplier among many we brought into the project," said the company's IT director. "The more we worked with them, the clearer it became that they could help us in more ways than we anticipated. They had the platform, personnel, and expertise to streamline our implementation and support processes. Advantix essentially became our Swiss army knife for the project."

### Solution

To start, the company deployed single-carrier SIMs and Advantix SmartSIMs as a failover solution in several locations in North America and South America. Shortly after, their primary wireless carrier in Argentina experienced an outage and SmartSIM auto-failover kicked in, ensuring that stores remained connected and operational.

After that incident and additional SmartSIM failover "saves" in North America, the company began to lean on Advantix for comprehensive support. This included network design validation, technical support, test and turn-up support, assistance with wireline and wireless connectivity unrelated to Advantix services, escalations and MACDs (moves, adds, changes, disconnects), and more.

See next page...

Advantix's role expanded to include managed connectivity, full stack NOC support (T1-T2-T3 project management/service delivery), and Device Management as a Service (DMaaS), eventually comprising:

- Primary or failover connectivity, depending on the site
- Customization of platform tools to speed up deployment
- Proactive network monitoring and management with SLAs
- Single pane of glass (holistic view on performance - Router/SIM/Service)
- Device management and firmware updates
- Rich analytics (end-customer facing) to augment Cradlepoint NetCloudManager
- 24x7 help desk
  - Additional service of taking the first call for software platform partner
  - Additional service of taking the first call for broadband suppliers

## Result

The deployment is ongoing with Advantix performing proof-of-concept (POC) testing and helping the company implement, manage, and monitor new infrastructure around the globe. If any network or device from a third-party provider goes down, Advantix's NOC team sees it immediately, handles the technical troubleshooting, and resolves the issue(s). Ultimately, the company relies on Advantix to provide end-to-end managed services and deep network analytics to streamline deployments, optimize connectivity and data usage, and inform future business decisions.

"At the beginning of our relationship, we saw Advantix exclusively as a wireless connectivity provider. We didn't know the company had network operations center (NOC) capabilities and deep experience with technology management," the IT director added. "Those capabilities have made a huge difference for us. You know the phrase, 'one throat to choke?' In our case, we have 'one back to pat.'"

“ ADVANTIX ESSENTIALLY BECAME  
OUR SWISS ARMY KNIFE FOR  
THE PROJECT. ”



For more information, contact your Advantix channel manager  
or email [channelmanagers@advantixsolutions.com](mailto:channelmanagers@advantixsolutions.com).

[advantixsolutions.com](http://advantixsolutions.com)