CONTERRA NETWORKS
Fiber Driven. People Powered.

CASE STUDY

Overcoming Connectivity Chaos:
A Healthcare Connectivity Case Study

A regional healthcare organization knew their connectivity costs were spiraling. They just couldn't quite get a handle on precisely why. Learn how Conterra transformed its tangled communication infrastructure into a streamlined, cost-effective, robust communication network. **The first job: Listening.**

INTRODUCTION

A Caring Alternative, LLC (ACA), a comprehensive care provider with six locations in western North Carolina, faced a common problem: out-of-control telecom spending. With a fragmented landscape of providers and solutions serving their various locations, it was difficult for them to identify where to begin trimming the fat without disrupting the service their patients, staff, and providers relied on.

Conterra Networks stepped up to help.

Like a forensic detective, Conterra began to untangle the "giant bowl of spaghetti" that the ACA's telecom infrastructure had become, working strand by strand.

The result: ACA not only controlled connectivity costs but was also offered something more: better solutions to help meet its goals of providing great care. Here's how Conterra did it.

THE CONTERRA APPROACH:
Listen. Understand. Solve.

To begin this enormous task, Conterra started simply. They took the time to listen. Instead of merely substituting their solutions for those of ACA's existing providers, Conterra researched ACA's needs and uncovered the problems that really needed to be solved.

Through a series of meetings and interviews with stakeholders, Conterra's solutions engineers were able to understand ACA's mission, day-to-day workflows, and outlook for the future and clearly outline their vision of improving the situation.

ACA's past invoices were studied, and Conterra's experts audited the various providers and solutions. They spoke with ACA's managers and decision-makers about current frustrations and improvements they would like to see.

THE HIDDEN CULPRIT:
The Cost Was a Symptom of a
Larger Problem

This consultative approach helped A Caring Alternative see that while it was busy helping those it cared for overcome their personal challenges, the same could not be said about their communication network. Suppliers who were supposed to be looking out for them weren't keeping their eye on the ball – or the bills.

That had significant consequences for expenses as well as operations and network reliability.

- Prices for bandwidth and services were indeed astronomical.

- Bandwidth was insufficient, network quality was subpar, and failover was non-existent.

- Various ACA locations used different communication software, creating user frustration and IT headaches.

- No one had researched more cost-effective alternatives.

Armed with deep insight into their clients' situation and operational needs, Conterra began to carefully craft a suite of solutions that effectively met their specific challenges from both cost and connectivity perspective.

SOLUTION OVERVIEW:
ACA needed to create a holistic approach to communication infrastructure to streamline its efforts and enhance its efficiency, productivity, and capabilities.

Conterra walked ACA's decision-makers through every step of what that solution could look like. By creating a single fiber-based solution for its six locations, along with hosted voice and failover capabilities, ACA could streamline its infrastructure, making it easier to manage, simplifying billing, and decreasing costs.

Conterra explained how they would be able to address these challenges – along with the ROI the new solutions could deliver.

During deployment, ACA's stakeholders had the direct phone numbers of key Conterra staff to ensure their work was completed on time and according to the plan.

Recognizing that busy leaders did not have 9-to-5 work schedules, Conterra sales and solutions providers ensured ACA had 24/7 availability to answer questions, hear concerns, brainstorm options, and walk through alternatives.

3 CHALLENGES, 3 SOLUTIONS:

1 Paying Too Much, Receiving Too Little

During their initial conversations and infrastructure audit, Conterra quickly determined that ACA was severely overpaying for services. To make matters worse, some of these expensive services could not meet their day-to-day connectivity needs; others were not even needed. For example, Conterra discovered that other providers had assigned them 29 IP addresses, while ACA only needed four.

Solution: To streamline this for ACA, Conterra took over managing their LAN and provided an SD-WAN service. Now, one provider is responsible for creating a streamlined solution across all locations.

2 Wrangling a Chaotic Voice Network

Some ACA locations used Teams, while others used Zoom for calling and collaboration. Everyone was frustrated. Low-quality audio, dropped connections, and pixelated video indicated a lack of appropriate bandwidth. Additionally, Zoom's interface left users perplexed.

Solution: By converting the entire network to Conterra Hosted Voice with a Microsoft Teams solution, they were able to simplify their network admin and provide a better user experience. This included providing appropriate bandwidth to handle video conferences, multiple users, and other needs.

3 Working Without a Backup Plan

Without a backup for their primary connectivity provider, ACA left itself vulnerable to network outages.

Solution: With direct internet access and SD-WAN at each of the six locations, Conterra ensured a redundancy plan was in place, introducing a third-party connection for failover. This offered them visibility into their network for uptime connectivity and data packet prioritization.

CONCLUSION: LESSONS FROM ACA

By taking the time to understand what was behind their actual connectivity needs and increasing costs, Conterra was able to find the right solutions, reduce the cost of services, and increase the value voice and data connectivity could provide to their staff and patients.

ACA's experience highlighted four lessons for any businesses struggling with providing connectivity across locations.

1. Unify & Simplify
A single voice, data, and collaboration provider simplifies management and reduces costs.

2. Ensure Redundancy
Built-in redundancy prevents outages and ensures continuous operation, which is crucial for healthcare providers.

3. Audit Your Invoices
Effective telecom expense management can lead to significant cost savings and better budget control.

4. Look for a Partner
A partner takes the time to understand your problems and provides support when something goes wrong. A mere provider leaves you to figure it out on your own.
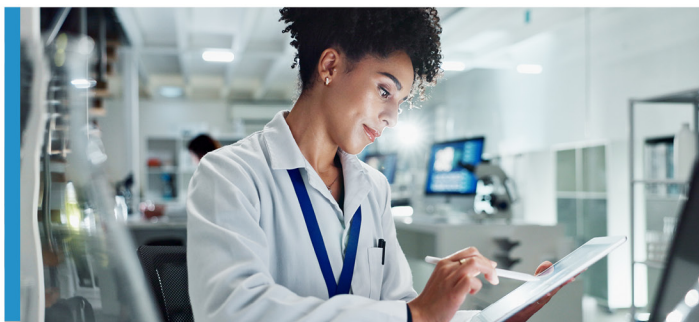
SOLUTIONS CONTERRA USED TO ACHIEVE RESULTS FOR A CARING ALTERNATIVE

HOSTED TEAMS PHONE & COLLABORATION
Unify multiple locations through a comprehensive, easy-to-use solution, decreasing cost and complexity and increasing utilization and user satisfaction.

SD-WAN WITH MANAGED ROUTER
Optimize network performance with intelligent routing, enhancing reliability and reducing downtime.

DIRECT INTERNET WITH TYPE 3 BACKUP
Ensure continuous internet access with reliable primary and backup connections, minimizing interruptions.

WIRELESS FAILOVER
Add a layer of secure, reliable backup with a direct 5G connection that automatically takes over as needed.

MANAGED LAN
Simplify network management, enhance security, boost productivity, and free up IT staff for more strategic tasks.

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1-888-266-4836

Contact Us
Let's discuss how Conterra can power a better communication strategy to meet today's business needs.

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