



# PacificSource Case Study

## CASE STUDY SUMMARY

COMPANY NAME:

PacificSource

INDUSTRY SERVICED:

Healthcare



LOCATION:

110 International Way  
Springfield, OR 97477

SOLUTION CHOSEN:

Managed SIP Trunking

## KEY CHALLENGES

- ✓ Upgrade current phone system to consolidate PBXs while improving failover and disaster recovery
- ✓ Deploy a future-proof solution to enable a future transition to Microsoft Teams

“Thank you to your team for all of the great support this first year of our business relationship. Our partnership was a key milestone in our telecom evolution and explosive growth here at PacificSource. From the day we started working with nexVortex I have heard nothing but great things about your team and service. Excellent customer service seems rare these days, especially in the commodity telecom space and your team has been a great partner.”

*Brian Wetter, Vice President, IT – Analytics & Infrastructure*

## INTRODUCTION

Health insurance carrier, PacificSource, is an independent not-for-profit family of companies serving more than 500,000 members and 3,900 employers across Idaho, Montana, Oregon, and Washington. Their mission is to provide better health, better care, and better cost to the people and communities they serve.





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## THE CHALLENGE

PacificSource is committed to delivering top notch customer service. One of its critical proof points is that on average, a knowledgeable agent will answer your call in less than 30 seconds. Delivering on that promise requires reliable voice communications 24/7.

PacificSource had a traditional ShoreTel phone system which needed an upgrade and they had a desire to move to SIP Trunking. But not just any SIP solution would suffice. They had key requirements for a move to a SIP provider.

- ✓ Reliability, failover and disaster recovery -- as a health insurance organization, it is critical that their phone system is able to support the huge spike every October when open enrollment begins. With their 30-seconds-or-less guarantee, reliability, failover, and disaster recovery were critical.
- ✓ Consolidation – consolidating and leveraging their existing phone system would deliver efficiency while updating capabilities including a necessity to address important 911 requirements.
- ✓ Cost savings -- while cost savings was not a primary driver for the initiative, the non-profit would always welcome cost-efficiency.
- ✓ Future integration of next generation collaboration and communication platforms -- the company was looking at Microsoft Teams for a possible future add-on, and while they knew they wanted to migrate to Teams eventually, they were hesitant to take the plunge right away. Therefore, developing a flexible system to easily integrate future systems was ideal, hence enabling a future-proof plan to address all of their current needs while providing a smooth migration path to possibly Microsoft Teams or another collaboration system.

## THE NEXVORTEX SOLUTION

To migrate at a comfortable pace per PacificSource’s request, nexVortex designed a solution to leverage their existing systems—a ShoreTel phone system and PRI cards and connections—to meet all their requirements while they considered what the longer-term future state might look like. The plan consolidated two PBX systems, one in Springfield, IL and one in Boise, Idaho with nexVortex’s managed SIP solution, mSIP. Because mSIP can dynamically share a customer’s subscribed SIP trunk resource pool, enabling them to failover back and forth as needed, it also allowed them to reduce their trunk line capacity. Three SIP-to-PRI session border controllers (SBCs) were deployed in each location to support up to 18 PRIs. In addition, E911 service was provided for all 11 locations. As a member of RespOrg (Responsible Organization), nexVortex was able to offer a discounted minute bundles for toll-free service. As with all mSIP customers, they received our auto-detecting disaster recovery module with intelligent cloud failover as well as access to a portal for real-time call statistics and management—all at no additional charge.

### KEY SOLUTION COMPONENTS

- ✓ mSIP service with SIP-to-PRI SBCs
- ✓ E911 modules and management
- ✓ Discounted toll-free minute bundles
- ✓ Real-time portal for account management
- ✓ Auto-detecting disaster recovery

## SUMMARY AND CURRENT STATUS

With nexVortex mSIP, Pacific Source was able to significantly increase redundancy—with failover at the carrier, cloud, and site levels—with their existing systems. Because mSIP can power multiple systems at the same time, they have flexibility to make short- and long-term changes. And it puts them in a perfect position to incorporate future platforms they may consider implementing, such as Microsoft Teams, creating a truly future-proof communications system to easily adapt to necessary changes or add-ons to make their communications network a next-generation one.