LIVINGSTON

Livingston International is a leading North American provider of customs brokerage services, currently Canada's largest customs broker and third in the United States. Livingston employs over 3,200 employees at more than 125 key border points, seaports, airports and other strategic locations in North America, Europe and the Far East.

Several years ago, Livingston's telecom management began investigating ways to monitor multiple PRI trunks spread across a vast geographic network. Their primary motivation was to accurately measure maximum concurrent trunk usage to ensure that enough voice channels are available at each location. They identified Prilink **PRI Trunk monitoring** as the solution that could best meet all their requirements.

After implementing the solution at a few select locations, Livingston quickly discovered that the potential went far beyond their initial goals of optimizing trunk provisioning. As senior telecom analyst Jeff Fraser noted, "When there is an issue, Prilink clearly indicates which direction the errors are coming from (PBX or Telco)." As an authoritative and independent source of troubleshooting information, Prilink proved to be valuable for Livingston in accelerating collaboration with their carrier to resolve network issues quickly.

"There have been several occasions when there have been problems from the Telco side of things," Jeff explained, "and the easy graphics showing the direction of the errors helped prove to the Telcos that the problem was 100% coming from their network. Without being able to show this to the Telco, it would

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- JEFF L. FRASER
SENIOR TELECOM ANALYST

have taken hours longer (if not days) to get the issues resolved."

Within a few years, Livingston had expanded their Prilink deployment to cover 40 key locations in the U.S., Canada and Mexico, all monitored centrally from their Toronto-based headquarters. Jeff added, "In the case of one of my offices in Texas, the Telco would not work on resolving a 4-week old problem with intermittent outages to the PRI until we proved that the issue was coming from their side of things. Without the proof from the Prilink, we would have been even longer getting the issue addressed."

When Livingston began to introduce SIP trunking into their operations, they again turned to Prilink for their expertise in trunk monitoring and analytics. Prilink's **SIP Trunk monitoring** solution was put the test early after implementation, as Livingston's SIP service experienced a prolonged period of service disruption that was negatively impacting their business.

"Internally everyone believed that the problem must be with the Telco and openly criticized them to management," said Jeff Fraser. "Thanks to Prilink, a visual graphic was

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able prove that the Telco SIP service was 100% active each time there was an outage. We could clearly view incoming call attempts every 15-minutes, and show when the solution was up or down." The increased visibility enabled Jeff and his team to properly identify the issue with their servers and routers.

"Afterwards, management was extremely impressed at this tool's ability to display near current status on the circuit as well as call volumes and concurrent call volumes," Jeff concluded. "We now have a screen in the help desk area which shows Prilink for our primary SIP Trunking service. Anyone and everyone walking by gets to see the call records, concurrent trunk utilization, and bi-directional call volumes."

Livingston continues to rely on Prilink solutions to both monitor their trunk utilization and troubleshoot problems quickly. Jeff Fraser added, "Their abilities to provide maximum concurrent trunk usage daily really helps out. They make it easy for me to deal with outages / issues in less time, which the office employees appreciate (without ever saying so)."

ABOUT PRILINK

Started in 1995, Prilink specializes in PRI / SIP / IP trunk monitoring, trouble-shooting and analytics. Based on real-time protocol analysis and non-intrusive connection to network trunks right between Telco and business customers, our solutions are authentic, accurate and best sources for answers to network connectivity questions.

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