

MarWatch

Customer Success Story



Arden Telecom

MarWatch Gives Arden Telecom a Competitive Advantage

An IP phone is unplugged in a remote office of a large multi-site customer. The phone remains unreachable for many hours before being detected. The result is missed calls and lost revenue. For UK reseller Arden Telecom, this is just the sort of event they can now prevent with MarWatch fault & performance management software.

Designed to detect issues that are predictive of failure in the Mitel business communications network, MarWatch helps telecom resellers to proactively address problems such as reduced voice quality, before downtime can occur. UK resellers like Arden Telecom are increasingly recognizing the value of this proactive approach to support – a key differentiator in this competitive industry.

“Remote access helps us address problems or perform routine tasks, without onsite visits. With a growing customer base, this is an important cost saving tool for Arden Telecom.

It was also important to us that this capability came with access control and audit logs – so that we could ensure the security of our customer’s networks”.

Stefan Bagiensky, CTO
Arden Telecom

Reducing Costs

Recognizing that 80% of IT professionals cite identifying the source of the problem as their primary troubleshooting problem, MarWatch provides secure remote access to Mitel equipment and systems. Delivering visibility across public, private and cloud-based components of the business communications network, MarWatch specializes in Mitel UC systems. MarWatch supports a full range of Mitel UC equipment and systems, including MiVoice Business, MiVoice Office, MiCollab and MiContact Center. It also supports third-party equipment such as routers, servers, managed Ethernet switches, PBX switches and uninterruptible power supplies (UPS). Arden Telecom wanted secure remote access to their customer’s VOIP networks to simplify support of Mitel UC systems.

Driving Sales with Proactive Support

In MarWatch, Arden Telecom has a key differentiator that sets them apart from competitors. While many can react to downtime after it occurs, Arden Telecom can proactively prevent it by addressing issues detected by 24/7 performance and availability monitoring.

Arden Telecom finds that “MarWatch plays a key role in closing the Mitel UC sale, and customers tend to see the value when they consider the costs of downtime, in terms of lost revenue or reputation damage”, according to Mr. Bagiensky.

Today, Arden Telecom is deploying MarWatch across its entire Mitel customer base, with all customer networks accessed remotely for troubleshooting and maintenance. While all new customers will receive the complete monitoring and alerts service bundled with their Mitel UC solution, existing Arden Telecom customers will have an opportunity to purchase the monitoring and alerts component.

Arden Telecom views MarWatch as a key sales tool: "Displaying the MarWatch dashboard in our offices, demonstrates to customers visiting our operations centre the wealth of data we have at our fingertips. The ability to detect, diagnose and fix faults on customers' systems, even before the customer has noticed the problem and reported it to us, allows us to provide very high service delivery levels", said Mr. Bagiensky.

Mitel Channel Partners in the UK can easily add MarWatch to any sale, with the product embedded in Mitel's online sales process.

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About Martello Technologies

Martello Technologies is the leading provider of fault and performance management capabilities for Mitel Unified Communications (UC) solutions and multi-vendor networks. Deployed in close to 1000 enterprise and service provider networks around the world, our MarWatch system provides secure 24/7 remote access to equipment and systems. Delivering superior network visibility, MarWatch monitors network equipment and applications in real-time, detecting issues and alerting personnel before service levels are impacted.



Secure. Reliable. Proactive.
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