

Equus

Case Study

Equus achieved significant cost savings and improved infrastructure efficiency with customized SIP Trunking and Enterprise PBX solutions from GTT.

The Opportunity

Equus Capital Partners, Ltd., is a private equity real estate fund manager that specializes in acquisition, development and investment management across all real estate types throughout the United States. The company manages properties ranging from office buildings and industrial properties to multi-family housing. Equus was looking for a network solutions provider that could seamlessly support the company's core voice and data communication requirements for its multifamily and commercial properties. Specifically, Equus wanted to reduce the cost of long-distance toll calls between its corporate and regional offices, and remove its dependence on PRIs for voice services at each office.

The Solution

Equus had three key goals in the vendor selection process: cost reduction, integration of voice and data services for its 20 commercial business offices, and migration of traditional analog voice services to VoIP.

GTT was the vendor of choice because of its diverse voice service offerings and managed network support, as well as the potential to provide the highest cost savings. GTT implemented a SIP Trunking solution at Equus' commercial locations. This allowed Equus to consolidate its voice traffic across its data network, replacing its traditional phone services with cost-effective DIDs and eliminating toll charges for calls between Equus headquarters and remote offices. The SIP Trunking implementation also allowed Equus to pool minutes designated for off-net calling, and remove PRI loop costs by leveraging Equus' existing Internet and MPLS infrastructure, which was also designed and implemented by GTT. In addition to SIP Trunking, GTT implemented hosted PBX at Equus' multifamily properties.



Equus Capital Partners, Ltd. is one of the nation's leading private equity fund real estate managers. Equus' portfolio consists of 18 million square feet of office, retail and industrial properties, and nearly 11,000 apartment units in communities across the United States. Equus is headquartered in Philadelphia, PA, and provides a transparent and responsible investment platform for its partners.

For added convenience, GTT provided a customized billing structure to ensure that the proper cost centers were invoiced for their individual property connections and VoIP services.

“What is very attractive about GTT is that their services are custom designed to address our two different entity requirements: multifamily and commercial. GTT is able to take some of our sites and provide a cost-effective, quality SIP Trunking solution while other sites are supported through a hosted service,” remarked Equus’ Chief Technology Officer David Carroll. “GTT is able to use both types of VoIP solutions – hosted and SIP – simultaneously, and make them all appear as one for the entire network of Equus sites.”

The Results

Equus has realized several benefits from working with GTT, including improved cost efficiencies, rapid service design and implementation, and customized solutions that meet its specific requirements.

“Choosing GTT as our voice and data solutions provider was an easy decision. There was a significant amount of savings upfront and in some cases, a full return on investment (ROI) was achieved in less than one month,” noted Carroll. Overall, Equus achieved a costs savings of 43% on its network spend and a 65% annual reduction on its voice expenditures.

Finally, GTT was able to demonstrate the dedication of its highly focused support team to quickly implement a consolidated voice and data communications network when Equus had an immediate requirement. When the on-site PBX at a multi-tenant property failed, leaving its local leasing office without service, GTT came through to rapidly implement SIP Trunking by pre-provisioning SIP phones and shipping them overnight, which allowed the site and the property to return to full functionality the next day.

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– David Carroll, chief technology officer, Equus

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