

# GMAC Commercial Mortgage

## Challenge

GMAC wanted to improve the quality of its corporate-wide videoconferencing while lowering its network costs. The company liked the advantages of an IP solution—such as ease of management and the potential to create a multi-service network. However, GMAC was concerned about the performance of video across an IP network, and worried that the video quality would suffer once the company moved to a multi-service solution. The company set a target of creating 6-8 times as much available bandwidth, with an overall network cost savings of at least 15%. After evaluating several service providers, GMAC selected MASERGY to deliver an enterprise-wide corporate network solution. GMAC was impressed with MASERGY's industry-leading quality of service (QoS) guarantee for video transport, and was even more impressed that the guarantee remained in force even when additional traffic was added to the network.

## Business Solution

MASERGY developed a solution using its advanced IP MPLS network to ensure consistent application performance for all traffic types. Using inCONTROL Private IP, MASERGY created a transport network that had the security of a point-to-point solution and the flexibility of a fully-meshed network. The company added videoconferencing across this private network using inCONTROL Video to ensure 100% packet delivery, 100%

in-sequence packet delivery, and a maximum latency variation ("jitter") of 10 milliseconds, resulting in flawless broadcast quality videoconferencing every time. GMAC initiated a network trial with five sites, setting rigorous quality and traffic management metrics. MASERGY met these rigorous standards, and GMAC quickly expanded its high-performance network to nearly 80 locations around the world.

GMAC commands this network using MASERGY's Service Control Center, a web-based management tool that lets customers add services, change bandwidth, and check the status of its services at any time and from anywhere. MASERGY supports this customer network management with redundant, global Network Operations Center (NOC) service that provides live-body technical support 24 hours a day, 7 days a week, 365 days a year. Supplementing this technical support is MASERGY's unique customer service approach, that includes pro-active customer notification of problem detection and MASERGY ownership of service issues until successful resolution.

## Business Success

GMAC met its bandwidth objectives, and exceeded its target for cost savings. Furthermore, GMAC was able to integrate these new services into the company's existing infrastructure, providing a seamless migration to the MASERGY network. GMAC continues to add sites to this new network, as

*"Don't try this on your old network: An eight-fold increase in backbone capacity at no extra cost compared with frame relay; International VOIP calls saving \$163,000 per year; IP videoconferencing (H.323) saving \$100,000 versus ISDN."*

— Niraj Patel,  
CIO  
Executive VP

well as make immediate network service changes using the Service Control Center. In fact, the company added inCONTROL Voice VPN to its list of services, taking advantage of MASERGY's high-quality voice product and competitive national and international long distance rates. GMAC's early adoption of MASERGY's advanced IP MPLS technology has proven to be just one more great investment by this progressive financial services company.