

Genesis Microchip

Genesis Microchip Inc. is the world's leading supplier of display image processors for consumer video and DVD products, LCD TVs, HDTVs, Digital TVs and LCD monitors. Headquartered in Silicon Valley, California, the company also has sales, support and development centers in Toronto, Canada; Bangalore, India; Taipei, Taiwan; Seoul, S. Korea; Shenzhen, China and Tokyo, Japan. The company's global staff of nearly 500 employees work in project teams, collaborating across the globe to develop industry-leading technologies.

Supporting these teams was an international IT staff managing a costly and

the traditional carriers for enterprise voice communications. The company's director of worldwide IT sought to reduce the firm's voice communications costs, increase organizational flexibility, and enhance employee productivity by implementing a voice over IP (VoIP) solution across the entire enterprise. During the discovery phase of this initiative, the IT staff identified a service solution that would allow Genesis to migrate to a converged business network without sacrificing voice quality. This converged network solution--based on advanced IP VPNs--could lower the company's communications costs while improving the performance of all critical business

applications. The IT staff estimated that it would save a minimum of \$2,000,000 per year by migrating to a converged business network.

Despite the potential cost savings and productivity gains, Genesis' IT staff knew that it would encounter some resistance from skeptical executives and employees. Any interruption in the company's voice network would be extremely costly and could jeopardize future IT initiatives. Further heightening these concerns was the relatively recent availability of this

advanced IP technology. The core of this converged business network relied on Multi-protocol Label Switching (MPLS), a

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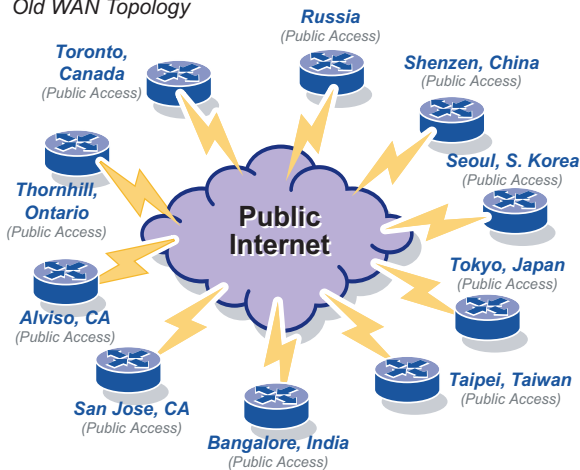
**- Darin Mason,
Director of
World-wide IT**

standards-based network technology that has been available on a global basis only since 2000.

The IT staff knew that deploying advanced technology involves some risk, so they developed a "technology bake-off" to compare hardware vendors for VoIP and Video over IP, as well as wide area network (WAN) service providers. The comparison between the network providers was narrowed to MASERGY's advanced IP MPLS network vs. AT&T's IP-enabled Frame Relay network. The test revealed that IP-enabled Frame Relay did not deliver the end-to-end quality of service (QoS) that is guaranteed by the MASERGY network, and could not offer the convenience of a global Ethernet WAN for simplified service delivery. Further, the unmatched network control features of MASERGY's Service Control Center gave this network service provider the clear edge.

After a thorough evaluation, Genesis selected MASERGY's *inCONTROL* Private IP, *inCONTROL* Voice and *inCONTROL* Video, delivered over MASERGY's Intelligent Transport service, for a fully converged network solution. This business network provides the foundation for Genesis' unified messaging capabilities. More importantly, project teams have been able

Genesis Microchip Old WAN Topology

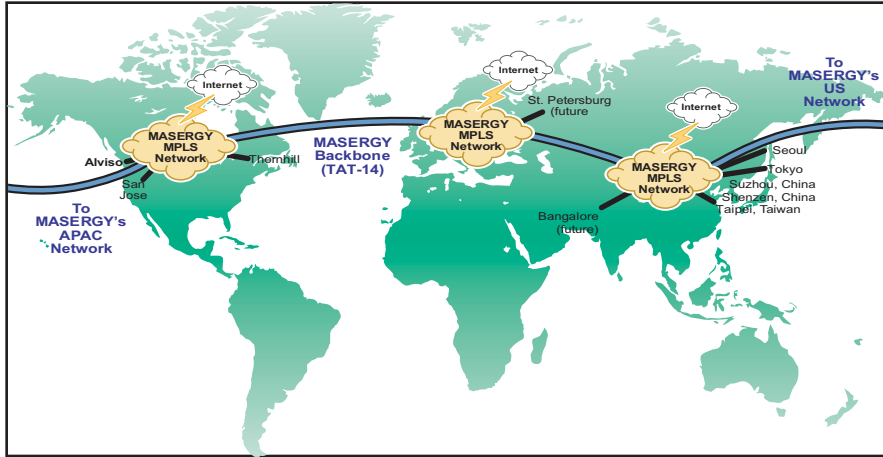


Prior to deploying a MASERGY solution, Genesis Microchip relied on IP SEC VPNs across the public Internet to transmit business information.

complex communications network. The company used an IP SEC VPN network for its business applications, while relying on

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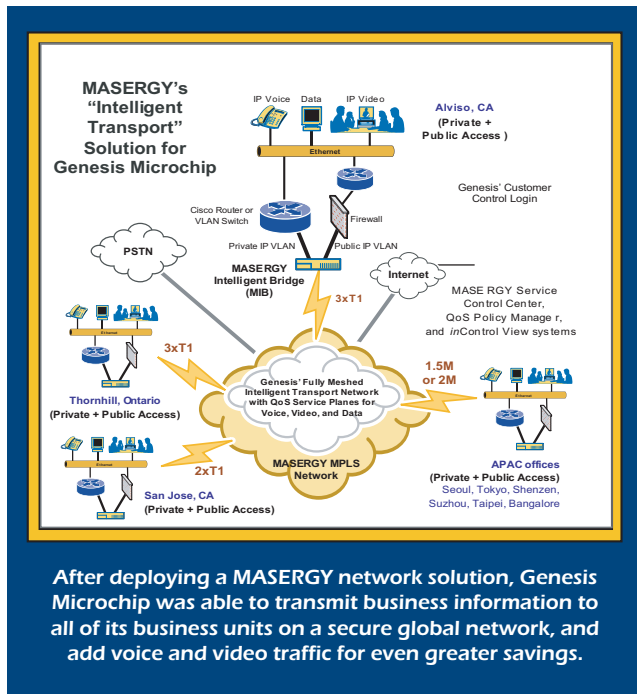
“Shaving off several weeks of component design time in our industry can mean the difference between being a market leader or a market follower.”

- Darin Mason

to work more collaboratively across the globe using the broadcast quality video-conferencing service. These teams conduct videoconferences as easily as making phone calls, send large detailed files to each other quickly across the

network, and even present detailed product prototypes without the cost, delay and inconvenience of traveling around the world.

reduced expenses considerably. The voice savings alone exceed \$250,000 a year. The network is 10 times faster, and the overall productivity gains are expected to exceed \$6,000,000 in less than three years.



After deploying a MASERGY network solution, Genesis Microchip was able to transmit business information to all of its business units on a secure global network, and add voice and video traffic for even greater savings.

Genesis Microchip now can transport large quantities of data, video and voice across its business network with the highest possible quality. MASERGY's dynamic application prioritization capability, with end-to-end QoS, delivers maximum performance and cost efficiency for Genesis, ensuring the highest value for bandwidth, network management and overall business operations. The IT staff's investment in a "technology bake-off" built confidence in this technology, resulting in rapid and widespread adoption of these new capabilities across the enterprise. Workers are more productive, and the company has

From a broader perspective, MASERGY has helped change the view of information technology within the company. "IT is seen as a partner in the business strategy, not just as a cost center," said Darin Mason, Director of Worldwide IT at Genesis. "A company's IT strategy can be the impetus for market leadership in today's competitive world."