

Liberty Latin America Case Study

Metaswitch enables Liberty Latin America to deliver innovative UC&C services from a single cloud-native platform and meet business requirements for mobility and feature-rich communications.

About Liberty Latin America

Liberty Latin America is a leading operator in Latin America and the Caribbean, serving 20 consumer markets and 30 business markets across the region. The company is dedicated to improving and simplifying the digital lives of their customers through connectivity and innovative communications services, including video, broadband, mobile, data center, hosting and managed services, for consumers and enterprises.

In 2016 Liberty Global acquired Cable & Wireless Communications. The amalgamation of these two powerhouses created a major new telecom player in the region with an extensive portfolio of business-to-business (B2B) products and services. The acquisition strengthened the telecom industry across the Caribbean and Latin American region.

The Challenge

A key element of the newly combined B2B offering is Unified Communications and Collaboration (UC&C) services that have successfully served the small and medium enterprise (SME) market. Following the acquisition, the challenge that Liberty Latin America faced was working with multiple different UC&C platforms in different territories that were provided by different vendors. The impact was proving to be

significant and caused major operational pain — from prohibitive running and support costs to substantial network inefficiencies — all of which hurt the bottom line.

This also led to major restrictions around feature development because some legacy platforms were outdated and couldn't support advanced services. Also, any new features had to be replicated multiple times, making new service and product differentiation extremely challenging. Some markets that had not yet launched UC&C services. But without a common platform to extend out, new service launches were impractical, which made market growth extremely problematic.



Driving Innovation to Meet Business Requirements

Liberty Latin America recognized that the landscape of the workplace was changing across Latin America and the Caribbean with more enterprises adopting cloud as part of their digital transformation programs. They saw that businesses were becoming more demanding, looking for more advanced UC&C tools that had greater mobility capabilities as their workforces were becoming more remote and mobile centric.

Furthermore, despite a 15% annual growth rate in the Latin America and Caribbean regions (according to Frost & Sullivan) and growing competition, particularly from the over-the-top (OTT) providers, the market remained underserved by a fragmented and unreliable set of applications.

“Over the years C&W have proven that Metaswitch technology is highly robust, very complete, easy to use and remains very current.”

Rafael Chavez, Director of UC&C Business Solutions at Cable & Wireless Communications

So, true to Liberty Latin America’s commitment to delivering innovative services, the operator embarked on a mission to transform its UC&C service to provide a cloud solution on a single platform that could offer advanced communication capabilities designed to meet the evolving needs of different types of enterprises in existing and new markets across the region.

Finding a Partner

Liberty Latin America needed to find the right partner among their existing suppliers and the wider OTT market that could deliver on such a commitment. Metaswitch, the second largest vendor in terms of worldwide UC market share, was one of the

existing UC&C suppliers to Liberty Latin America having been chosen by Cable & Wireless to launch UC services in one of their territories in 2007.

Metaswitch had delivered a highly successful hosted PBX solution that had enjoyed much growth over the years. When Liberty Latin America embarked on an extensive market evaluation of the UC&C market, it was only natural that Metaswitch’s newly launched MaX UC solution was considered along with the other incumbent suppliers and OTT providers.

Path to Success

After a detailed process of assessment, Liberty Latin America selected MaX UC to be their single UC&C platform based on Metaswitch’s ability to demonstrate a clear path to solve the current challenges and drive future success.

MaX UC supports a complete portfolio of services on a Single Applications Platform, from basic Hosted PBX, Contact Center and SIP trunking, through to advanced video and collaboration. This enables Liberty Latin America to consolidate all legacy deployments onto a centralized, fully virtualized platform.

And with its cloud-native design, the platform can drastically reduce the physical, human and financial resources required to support it by embracing automation, orchestration and service delivery.

“We need to make decisions and solve customers’ problems faster than ever before, and we need a partner, not a vendor to help us deliver on this. Metaswitch showed a commitment to collaborative growth that we highly valued and will be critical to our success.”

Another advantage of supporting the complete portfolio on a single platform is that Liberty Latin America can now create meaningful, non-price differentiated packages that are tailored to enterprise's needs. They are building packages focused on user experiences based around desktop, advanced collaboration and mobile. This in turn is driving customer loyalty and creating a sustainable competitive advantage.

In addition, the common platform is going to enable simple and fast roll out of UC&C services into markets where they currently have no offering, while maintaining the high quality and consistent user experience.

Also critical to the partnership was Metaswitch's commitment to continual service innovation while maintaining superior user experience and quality of service. MaX UC is already capable of delivering pioneering new capabilities, such as native dialer mobile UC, multi-identity collaboration and network intelligence for automated identity management and is accompanied by a roadmap with further exciting feature development.

“MaX UC is not only able to replace our current UC&C services making the transition simple and pain free for our customers, but it is also going to give them some exciting new capabilities that will change the way they work and communicate.”

Conclusion

Thanks to Metaswitch's Max UC platform and its commitment to continuous innovation, Liberty Latin America now has the confidence that they can advance their UC&C offering to meet the evolving demands of their customers and continue to drive adoption and differentiation well into the future. As the leading cloud native communications software provider, Metaswitch works in partnership with operators to support them in delivering differentiated services that attract new subscribers and meet the requirements of today's business users.