

# Conferencing with Microsoft Lync

## CRB USA: Talking Local, Building Global with Microsoft Lync 2013 and Voxbone



### Executive Summary

CRB USA, a global design, construction and engineering company, specializes in developing manufacturing facilities for the giants of the bio-pharmaceutical industry. It has built more than \$1.5B in capital projects. With over three decades of experience in its field, CRB has been expanding in developing and emerging markets through a network of international and regional design partners, executing large complex construction projects in a collaborative way. This growth has made conferencing and collaboration a high priority for the firm.

### The Challenge

In the construction industry, collaboration and communication is critical. Frequent conference calls are required to discuss details relating to work. If a mistake is made in the field, it is costly to repair, precious time and materials are wasted, and extremely complex and time-critical projects can be delayed.

Deploying a workforce of over 600 professionals based in 12 regional offices and field sites, CRB found that its email, collaboration, and conferencing tools required an upgrade. These tools were developed in a silo approach, with little integration. CRB employees, customers and partners outside the U.S. also complained that joining conference calls often required using long distance numbers. This was expensive, especially as many calls were long in duration. In order to reduce costs and make the tools more valuable for its teams, CRB decided to migrate to a unified communications platform.

### The Solution

Starting in 2007, CRB began its migration from legacy PRIs (Primary Rate Interfaces) and conferencing bridges to a SIP-oriented approach. Last year, CRB retired its H.323 conference bridge in favor of a [Microsoft Lync-based solution paired with Voxbone](#) inbound SIP Trunking DID access numbers. CRB now deploys Voxbone numbers in nine countries in Asia-Pacific, Europe and North America.

CRB's Lync 2013 deployment also includes Session Border Controller equipment from Voxbone's partner, AudioCodes, to help them manage multiple providers and redundancy in its network.

### Success Story

"Voxbone had a welcoming and easy to use platform and portal." Said Derek Hagmeier, IT Manager at CRB. "From their Sales account managers, to technical contacts, they have been very easy to work with. Our staff is very happy with the new International conferencing capabilities and voice quality. Voxbone, AudioCodes and Microsoft Lync 2013 have enabled CRB to move forward with international telecommunications strategies and enable real-time communication without scheduling constraints. Everyone at CRB has access to the instant messaging and screen sharing tools we need, enabling us to collaborate better as a global team and realize our vision of 'Be Local, Be the Best' for our customers."



