

Infomedia Scales National BPO Operations with ProSBC



BACKGROUND

This Southeast Asian contact center and Business Process Outsourcing (BPO) provider operates one of the region's largest customer service networks, with over 20,000 agents supporting approximately 50 million interactions per month. Services are delivered across more than 15 countries, with clients spanning telecommunications, finance, government, and retail sectors.

Infomedia maintains a hybrid telephony environment that includes custom-built Asterisk systems alongside commercial platforms such as Genesys Cloud. Voice traffic is routed through a mix of local tier-1 carriers and international SIP providers.

CHALLENGE

To interconnect all carriers and client solutions, Infomedia required a session border controller (SBC) to normalize voice traffic and enable SIP trunking. As the business grew, their voice infrastructure became increasingly complex. They needed an SBC that could manage interoperability across multiple platforms, with the flexibility to handle advanced call routing and SIP header manipulation.

Handling high call volumes was another priority. Traffic regularly peaked above 9,000 concurrent sessions, particularly during predictable surges like the return of agents from scheduled breaks. The SBC had to deliver consistent performance and reliability under pressure, even during these load spikes.

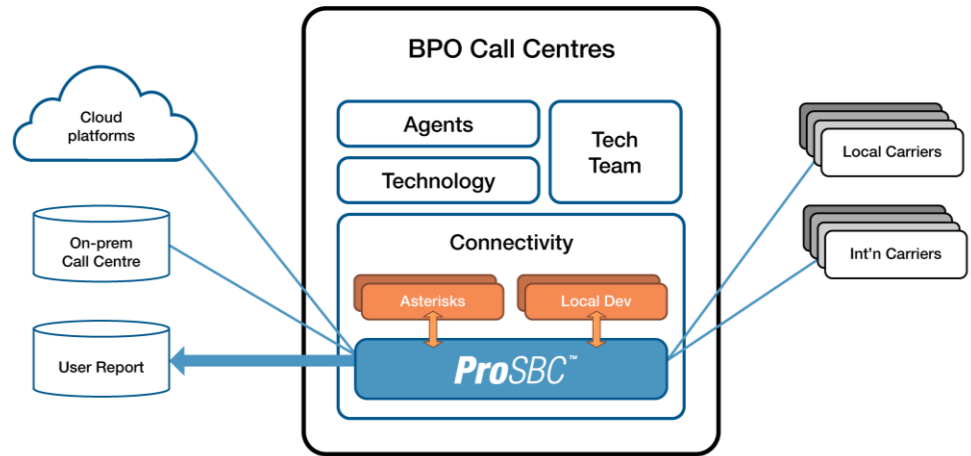
Lastly, with infrastructure management handled in-house, the team required tools that made troubleshooting fast and straightforward. They needed tools that made troubleshooting intuitive and efficient, allowing them to resolve voice quality issues without adding operational overhead.

SOLUTION

To support its growing contact center operations, Infomedia selected ProSBC to serve as the core session control platform across its voice network. Deployed across multiple locations for geographic redundancy, the subscription setup cut upfront costs and scaled with business needs.

ProSBC offered the SIP-level control required to manage interoperability between platforms and carriers. Its ability to customize SIP headers helped the Contact Center to maintain compatibility as external network elements evolved.

The Infomedia's team was trained to manage ProSBC in-house, with 24/7 ProSBC Technical Support available when needed.



Above: Infomedia's network architecture with ProSBC deployment

RESULTS

Since first deploying ProSBC in 2019, Infomedia has experienced stable voice performance across all contact center locations, with no unplanned downtime caused by the ProSBC. The system has scaled to handle increasing daily call volumes without requiring costly hardware upgrades. Switching between international SP helped to ensure the call quality with minimal disruption.

The subscription-based model made it easy to scale up as new agents and sites were added, avoiding large upfront investments. The High Availability setup kept services running during maintenance or outages, helping Infomedia meet its SLA targets.

Contact center customers benefited from fewer dropped calls and more stable connections. Agents spent less time repeating or restarting calls, which reduced call handling time and improved the overall customer experience, even during peak hours.

MORE INFORMATION

More on Infomedia at: <https://www.infomedia.co.id/>

More on TelcoBridges ProSBC at: <https://telcobridges.com/sbc/>



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