

Impulse Advanced Communications Maximizes BroadWorks Investment, Saves Hundreds of Hours With odin

After implementing odin, Impulse reduced manual provisioning – gaining efficiency and often saving dozens of hours on a single project.



Impulse Advanced Communications – a communications services provider that designs and implements voice and data networks – was using a product for provisioning that had reached end of life (EOL). Provisioning in BroadWorks on its own was inefficient, burdensome, and frustrating, so the company went in search of a better solution.

The Challenge:

With their provisioning software reaching EOL, Impulse had no way to ensure their BroadWorks investment would continue to deliver value. Without another tool in the pipeline, Impulse risked:

- Massive inefficiencies provisioning through BroadWorks alone
- Increased chance of human error
- Countless hours wasted as a result of manual provisioning

The company was familiar with Park Bench Solutions from years of attending the BroadSoft Connections conference, so Park Bench and its flagship software odin were a natural next step.

Park Bench worked closely with Impulse's engineering team to deploy odin – and streamline their provisioning process in BroadWorks.



With odin, we now have a product that's being continuously improved. What started as an alternative to an EOL product ended up being more effective in the efficiencies it delivered.

— Cesar Perez, VP of Strategic Integration, Impulse Advanced Communications

The Action:

In 2019, Park Bench began the process of deploying odin. One of the most notable improvements involved Park Bench's responsive service:

- A single point of contact meant the Impulse team had someone they could reach out to directly – who was always able to provide an answer.
- Questions and tickets were quickly addressed, making the onboarding experience positive and virtually seamless for the Impulse team.

The contrast between odin and Impulse's previous solution was stark:

- odin isn't a static solution – systematic updates and improvements mean Impulse can match the pace of change and scale as needed.
- Impulse can stay ahead of competitors by offering customers the latest in telecom trends.
- Bulk provisioning tools allow the Impulse team to eliminate time-consuming and error-prone manual work.



Before odin, the platform we used was limited in capacity. Even before it reached EOL, that solution was not on a continuous improvement trajectory.

— Cesar Perez, VP of Strategic Integration, Impulse Advanced Communications

The Results:

- **With odin's bulk provisioning tools, Impulse saves dozens of hours on every project.** On one recently completed project, the company saved approximately 50 hours. Impulse can now delegate provisioning duties to more employees with less technical training as a result of odin's cloning capabilities and built-in queueing mechanism.
- The organization's provisioning operations are more **efficient, productive, and profitable.**
- With odin, Impulse extended and maximized their substantial investment in BroadWorks.

"Their founder, Marc Tribbe, has been a great contact for us," said Perez. "He's always willing to join a meeting or call with us to discuss integrations with other products."



Park Bench is a very personable company. They provide great service and prioritize their relationships with their customers – a value we share here at Impulse.

— Cesar Perez, VP of Strategic Integration, Impulse Advanced Communications