Customer Success Story

In Partnership with ribbon

How Aura enabled a global oilfield leader to overcome logistical complexities, maintain resilient communications, and ensure operational excellence across 120 countries.

Managing global logistics and infrastructure across remote locations comes with unique challenges. For a global leader in oilfield services, maintaining a network of over 150 Ribbon SBCs worldwide while ensuring seamless operations is essential. By working with Aura, leveraging our unique status as a Ribbon Super Partner, this industry leader benefits from robust support, enhanced logistics, and strategic estate management tailored to its global needs.

This global energy giant, recognized as the world's largest offshore drilling company, operates across more than 120 countries. With specialization in cutting-edge oilfield services and energy exploration, their vast operations span some of the most remote and challenging regions on Earth, from the deserts of the Middle East to the jungles of Africa and the icy waters of offshore drilling sites.

To support its highly dispersed workforce and infrastructure, the company depends on reliable and robust communication technologies from Ribbon Communications to ensure seamless coordination between field engineers, on-site managers, and global offices, where precision and reliability are paramount. Aura brings the strategic support they needed from managing global logistics, technical expertise, and proactive estate management, to ensure seamless global operations.

- Enabled seamless equipment replacement in remote regions like Central Asia and Africa by handling all shipping and customs logistics.
- Provided tailored solutions for complex compliance requirements.
- Streamline tickets, quotes, and projects through Aura's dedicated account management team.
- Strengthened operational resilience with Aura proactive manufacturer support.

Key challenges the organization was facing

Support delays and complexities

Complex high-priority cases were often lagged, due to lack of technical skills available on demand, damaging the efficiency and communication in most remote sites.

Global shipping and compliance hurdles

Managing shipping logistics, customs, and compliance for remote or high-compliance regions like Central Asia, Africa, and South America posed significant challenges.

Estate management at scale

Overseeing a globally distributed network of 150 SBC devices required robust management of procurement, license upgrades, EoSL planning, and service reviews.

Maintaining operational continuity

Ensuring uninterrupted manufacturer support for aging devices was essential to mitigate risks and sustain global operations.

A partnership for global resilience

Proactive support for critical systems

As a Ribbon Super Partner with over 30 years of experience supporting Ribbon infrastructure and strong ties to senior Ribbon leadership, Aura ensures the organization's support cases are swiftly prioritized and resolved. Our technical expertise extends to even the most remote locations, ensuring seamless communication and reliable support. Aura also manages the entire lifecycle of RMA cases, from liaising with Ribbon to coordinating shipping and ensuring smooth delivery to the most challenging destinations.

Simplified global logistics

Aura takes full ownership of the organization's global SBC shipments, including complete responsibility for Importer of Record (IOR) obligations. Aura manages equipment, customs, duties, and taxes, providing a seamless and hassle-free process for our customer. Leveraging a vast network of Ribbon's in-country distributors, Aura sources equipment locally where possible, while expertly navigating complex international regulations in regions like Brazil to ensure compliance and on-time delivery to even the most remote or challenging locations.

Comprehensive estate management

Aura offers end-to-end management of this global oilfield leader's device estate, including End-of-Service-Life (EoSL) Planning, Device Procurement, and Continuous Service Assessments. Through regular service reviews, we provide updates on devices approaching EoSL, along with tailored recommendations and quotes for replacements. By proactively monitoring the estate and conducting routine service calls, Aura ensures that all quotes, support tickets, shipments, and projects are meticulously tracked and resolved without disruption, ensuring that their infrastructure remains resilient, up-to-date, and fully supported across its vast global operations.

> "Importing SBCs into Brazil has always been a complex and time-consuming process due to strict compliance and government regulations. Aura has been a game-changer for us—they seamlessly handle all logistics, ensuring our equipment reaches its destination without delays or administrative burdens. Their expertise has allowed us to focus on our operations without worrying about the challenges of global shipping."
>
> Senior IT Manager, Global Communications

Reliable and experienced support that bring value

Aura offers strategic support to this global oilfield leader, serving as a trusted partner in maintaining their worldwide communications infrastructure. By working closely with their internal technical team, Aura strengthens their capabilities, providing guidance on navigating complex international logistics, customs, and compliance requirements. This collaboration ensures the delivery of consistent, high-quality service across all regions, free from the challenges of global procurement. Leveraging our expertise in Ribbon solutions and strong industry relationships, we ensure swift resolution of support cases, minimizing downtime and maintaining operational continuity.

- **Enhanced service continuity**
  Aura's expertise ensures that the organization's global SBC network remains operational, even in the most remote or challenging environments. Proactive monitoring and rapid support minimize downtime and prevent disruptions to critical communications.

- **Streamlined logistics and compliance**
  With Aura managing the entire shipping and compliance process, the organization no longer faces administrative hurdles. From sourcing to delivery, Aura ensures a seamless experience, allowing the customer to focus on core operations.

- **Strategic estate oversight**
  Aura's comprehensive estate management approach provides the organization with confidence in their infrastructure. Regular updates on EoSL devices, along with forward-looking procurement strategies, ensure uninterrupted support and operational resilience.

About Aura

Aura empower businesses to transform their communications. With over 30 years of experience connecting companies across the globe, we specialize in tailored hybrid solutions, seamlessly integrating on-premise systems with cutting-edge cloud voice technology.

Our mission is to make your communications management simpler, more secure, and adapted to your needs. We provide reliable support across 145 countries and flexible cloud migrations, giving you the power of choice. The power to choose what stays on-premises, when & how you move to the cloud, and which technology fits your needs – all with a reliable, experience and global partner at your side.

Ready to simplify your infrastructure management?

Aura's global communications expertise makes managing complex estates simple. With one contract, one SLA, and one point of contact, Aura supports this energy leader's operations seamlessly across continents—allowing them to focus on what they do best. Learn more at weareaura.com