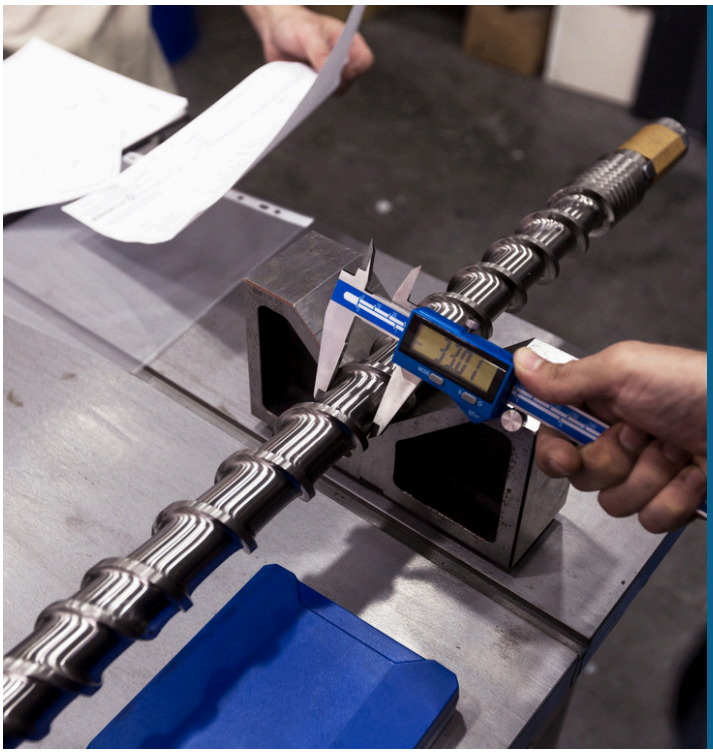
Customer Success Story



How a manufacturer of metal fasteners strengthened cross-border communication with a modern cloud voice transformation

A manufacturer of precision fasteners for the OEM industry had reached a critical point in its communication strategy. Rapid expansion from its Canadian headquarters into Mexico created operational complexity, communication delays, and gaps between manufacturing and corporate teams.

The company relied on inconsistent local telephony solutions, and a previous provider failed to deliver a functioning environment in Mexico. This left teams with unreliable routing, limited supplier visibility, and no unified approach to customer or internal communication. With supplier engagement depending heavily on timely voice communication from the manufacturing plant, the risks were too high to ignore.

The organization turned to Aura to design and implement a unified cloud voice environment built on Microsoft Teams and powered by Aura Connect. Through careful assessment, solution planning, and a structured implementation strategy, Aura enabled the business to adopt a consistent, scalable voice platform.

Aura's expertise in cloud voice transformation, multi-country deployments, and complex migration planning was central to the success of this initiative. Through careful design, testing, and onboarding, the company achieved a seamless transition to a more reliable platform - one that now supports continued expansion into the United States.

> "Aura understood our cross-border communication needs from the start. Their ability to deliver a unified solution across multiple countries transformed how we connect with our teams, customers, and suppliers. The process was seamless, and the improvement in reliability has been immediate."
>
> Head of IT

Key challenges the company was facing

Fragmented communication between regions
Separate, unreliable systems in Canada and Mexico made it difficult for teams to coordinate, slowing decision-making and affecting day-to-day operational efficiency.

Lack of local calling capabilities
Suppliers could not reliably reach the Canadian operations team using local Mexican numbers, creating friction, delays, and miscommunication during critical production cycles.

Previous provider unable to deliver
A prior vendor failed to deploy compliant telephony services in Mexico, causing lost time, increased cost, and an urgent need for a partner with true multi-country expertise.

Solution provided

Aura delivered a unified voice transformation using Microsoft Teams and Aura Connect, replacing fragmented systems with a cloud-based platform that enhanced reliability, consistency, and ease of management across both regions. The approach ensured minimal disruption to manufacturing operations while laying a foundation for future expansion.

Unified cloud voice deployment

Aura implemented a central cloud voice environment using Aura Connect, replacing legacy infrastructure with a reliable and consistent Microsoft Teams platform across both regions.

SBC-as-a-Service architecture

A managed SBC framework removed the burden of on-premises hardware, delivering secure connectivity and simplified long-term maintenance.

Multilingual call flows and intelligent routing

Custom call flows were developed to support local language, incorporating voice recognition and time-zone logic to streamline caller experience and improve first-call resolution.

Full PSTN replacement and regulatory compliance

Aura managed numbering, emergency services alignment, and activation processes for both countries, ensuring a compliant and secure telephony environment.

Local numbering for supplier communication

New local Mexican DIDs were provisioned, giving suppliers a direct and familiar way to reach Canadian operations during time-critical periods.

Structured migration and onboarding support

Through detailed planning, user onboarding, and 24/7 global support, Aura ensured a smooth transition with no disruption to manufacturing, supplier engagement, or customer service operations.

Outcomes

- **Strengthened communication:** Teams can now collaborate effectively through a single, stable voice platform that removes the delays and inconsistencies of the previous setup.
- **Streamlined supplier contact**: Local Mexican DIDs enable suppliers to reach operations quickly and easily, reducing friction and improving coordination of the production process.
- **Improved operational efficiency & customer experience**: Intelligent call flows and consistent routing led to faster resolution times, better service quality, and smoother interactions across regions.
- **Simplified management**: Replacing fragmented systems with a unified cloud voice platform significantly reduced administrative complexity for IT teams.
- **A scalable foundation for future growth**: The organization now has a communication platform capable of supporting planned U.S. expansion and additional regional sites.
- **Reduced overhead**: The streamlined environment eliminated unnecessary carrier contracts and manual processes, lowering ongoing operational costs.

About Aura

Aura enables businesses to transition seamlessly to modern communications. With over 30 years of experience connecting companies across the globe, we specialize in tailored hybrid solutions, seamlessly integrating on-premises 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 coupled with flexible cloud migrations, giving you the power of choice. The power to choose what stays on-premises, when and how you move to the cloud, and which technology fits your needs – all with a reliable, global partner at your side.

Ready to modernize your communications?

Aura's expertise in cloud voice transformation helps businesses adopt modern communication platforms seamlessly - without disruption to critical operations.

Learn more at weareaura.com