

## BRIGHTLINK CASE STUDY: PGI

### About The Company



Founded in 1991, **PGi** (Premiere Global Services, Inc.) is a multinational corporation and global provider of conferencing and collaboration solutions. Its products include audio conferencing, web conferencing, webcasting, videoconferencing, and virtual meeting solutions such as iMeet and GlobalMeet. PGi provides global SaaS (software as a service) and cloud computing solutions to small, medium and enterprise businesses.

### The Challenge

In order to support newly released access capabilities, PGi needed to reduce its per minute costs for providing outbound dialing from its conferencing bridge. After reviewing multiple telecommunications carriers both globally and regionally, PGi assembled a small group of outbound providers who provided ease of use, quality of service, and best-in-market pricing for their architecture.

### Our Approach

PGi engaged Brightlink to provide US domestic and international services for a large portion of their customer base starting in February 2014. Brightlink was chosen due to its robust network, responsiveness in addressing issues, ease to work with, reliable call quality, and pricing.

### Results

PGi has improved call quality while significantly lowering outbound telecommunication costs. Due to Brightlink's top performance in providing reliable call quality, other providers responded with heightened performance in order to remain as preferred vendors. In addition, PGi has tapped into Brightlink's industry expertise to navigate the intricacies of telecommunication networks and policies as well as to vet innovative ideas.

### Future Plans with Brightlink

PGi plans to continue to use Brightlink as part of its outbound calling strategy.

**“Brightlink has proven that they can consistently provide superior quality and responsiveness, especially when open items need to be tracked down and resolved. They’ve become a trusted business partner who plays a key role in helping us meet customer needs.”**

- Patrick Harper, CTO  
PGi