



case study

How Frontera Energy Solved a Pressing Communications Challenge with Zoom Phone & Bring Your Own Carrier

One of the greatest challenges of the 21st century will be providing our societies with energy in a way that is ethical, sustainable, and responsible, and Frontera Energy Corp. is dedicated to meeting that challenge. Borne in 2017, Frontera is an oil and gas company specializing in exploration and production in South American countries like Peru, Colombia, and Ecuador.

Headquartered in Toronto, Canada, Frontera's mission is to produce oil and gas in a way that is sustainable and ethical by working in harmony with nature, ensuring a sustainable supply chain, promoting human rights in their operations, and operating with transparency.

Challenge

When the new management team began restructuring the company in 2017, it had to overcome the major hurdle of figuring out how to make the company viable again. This meant going through each aspect of Frontera's day-to-day operations and finding areas to improve efficiency and productivity. Santiago Lievano, Frontera's Head of Information Technology, quickly realized that Frontera's communications infrastructure was out of date, which limited the capability of his co-workers and employees.

"After reviewing our technology stack, we discovered that we were using a lot of legacy systems and applications, a lot of old technology," Lievano said. "We didn't have a unified communications environment. We were using traditional landlines in Canada and a PSTN provider in Colombia for our phone solution, as well as several tools for video conferencing and chat."

Lievano and the IT teams at Frontera wanted to migrate to a unified communications platform to simplify their technology stack, but based on infrastructure limitations in Colombia, Peru, and Ecuador, that proved to be nearly impossible. Any solution they implemented, for instance, would have to go through PSTN providers in both Colombia and Peru, and finding a solution that could work with those providers proved to be extremely difficult.



Frontera Energy

Founded: 2017

Headquarters: Toronto, Ontario
(with operations in Colombia, Peru, and Ecuador)

Industry: Energy

Challenges: Consistency across technology stack, legacy infrastructure and operations, unreliable communications with workers in remote oil fields

Solution: Zoom Meetings, Zoom Phone

Business Benefits: Simplified technology stack, less on-premises management of infrastructure, reliable communications with remote teams

"The thing I've noticed the most during this project has been the awesome people at Zoom. They were very willing to receive our requests and actually make those requests possible. It's been a very positive experience for us."

– Santiago Lievano

*Head of Information Technology,
Frontera Energy*

Lievano also faced the challenge of finding a platform that would enable stable communication with teams in Frontera's oil fields. With fields in remote locations in Peru and Colombia, the employees managing these sites often struggled to communicate with the offices in their country due to poor call quality and unreliable service.

"We do town hall meetings to communicate with the whole company," Lievano said. "And in the past, we had a lot of complaints from our employees in the oil fields based on the quality of the communications. The call would cut in and out, and those employees wouldn't be able to hear him very well at all."

Solution

In his search for a robust video conferencing solution that could meet the needs of his restructured organization, Lievano included Zoom in his proof of concept.

"The setup for our proof of concept with Zoom was very easy," Lievano said. "Even though Zoom doesn't have an office in Bogota, we were able to connect with Zoom's in-region partners to get everything set up."

Lievano added: "We tried three other solutions as part of our proof of concept, but in the end we went with Zoom because it was so easy to implement. There was very little input or interference from our change management organization because it was so easy to use. We just downloaded the app, opened it, and it worked."

While the teams at Frontera experienced early success with Zoom's video product, they were still searching for a phone solution that could meet their complex needs. Initially, Lievano was interested in Zoom Phone but unsure it could work given the infrastructure challenges. However, after speaking with Niel Levonius, Zoom Phone's Product Marketing Lead, and Zoom's engineering teams, Lievano learned that Zoom Phone was designed to flexibly meet the needs of organizations just like Frontera.

"At first we thought Zoom Phone wouldn't be an option because it wasn't supported in Colombia," Lievano said. "But after talking to Niel and Zoom's engineers, we learned that we could bring our own carrier, which meant that we could run Zoom Phone on Colombia Telefonica's

PSTN network."

Lievano worked closely with Zoom and Colombia Telefonica to ensure that the PSTN could offer the performance and reliability that Frontera required.

"After working with Frontera's phone service providers in Colombia and Peru to get Zoom Phone up and running, we did run some tests and everything looked great," Lievano said. "We moved ahead with implementing Zoom, and it only took us around two and a half weeks to get the phone solution deployed across the entire organization."

The teams at Frontera noticed an improvement in the quality of its communications using the Bring Your Own Carrier feature, especially for workers in the oil fields.

Result

Frontera's migration to Zoom's video-first unified communications platform simplified its technology stack, reduced the burden on its IT teams and drove efficiency within the organization. Lievano believes Frontera now has the communications framework needed to further its goal of delivering a sustainable, ethical future of energy.

Lievano also has been impressed with Zoom's dedication to helping him find solutions to the issues that Frontera has faced.

"The thing I've noticed the most during this project has been the awesome people at Zoom," Lievano said. "We told them in the beginning that there were certain features we wanted on the platform, and I was very surprised to find that they had already included a plan for those features in our roadmap. They were very willing to receive our requests and actually make those requests possible. It's been a very positive experience for us."

Zoom helps businesses and organizations bring their teams together in a frictionless cloud environment to get more done. Our easy, reliable, video-first unified communications platform for video, voice, content sharing, and chat runs across mobile devices, desktops, telephones, and room systems. Founded in 2011, Zoom is a publicly traded company on Nasdaq (ticker: ZM) and headquartered in San Jose, California.

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