TECHNOLOGY SOLUTIONS

1-800-Registry Gains Efficiencies and Flexibility with Integrated Hosted PBX and Cloud Contact Center Solution from XO Communications

1-800-Registry, a leader in wedding planning, honeymoon travel and non-traditional registry services, has deployed a Hosted PBX and Cloud Contact Center solution from XO Communications. The combined solution has delivered a more robust, enterprise-class, cloud-based solution for 1-800-Registry communications and contact center service needs while also providing the efficiencies to manage costs with its growing business.

Based in Las Vegas, Nevada, 1-800-Registry provides a total wedding experience for couples with services that include wedding and honeymoon planning, wedding registries, finding a new home and other services that help couples begin into their new life together. Having a reliable and highly scalable communications infrastructure is critical to this Internet-based company so it can provide a positive customer experience and adjust to spikes in demand for its services from customers.

The combined XO Hosted PBX and Concentric Cloud Contact Center solution has allowed 1-800-Registry to reduce costs and simplify the management of communication needs by pushing all of its services to the cloud. By not having to buy, install, manage and maintain PBXs, servers and other equipment, 1-800-Registry is able to dedicate more of its resources and personnel on running its core business. In addition, 1-800-Registry benefits from the fully integrated XO solution – all the way from the XO network to the VoIP and contact center services – and simple, predictable per employee pricing that allows the company to easily add more users and capabilities as their needs grow.

"A cost-efficient and scalable communications infrastructure is crucial for any business operating in highly competitive markets like ours," said John Bamforth, chief technology officer at 1-800-Registry. "A key advantage of the integrated Hosted PBX and Cloud Contact Center solution from XO Communications for us is that it required no capital expenditure and helped lower operational costs. But its best benefits are reliability and we don't have to manage it because XO does that for us. We are firm believers in using cloud-based services and XO demonstrated that their solution provides the performance and reliability we need."

The features of the XO solution for 1-800-Registry includes a full range of advanced IP Telephony, contact center and unified communications applications the company needs to keep connected with its customers. XO Hosted PBX comes complete with voice and network services, IP desktop phones, and direct access enterprise voice calling features including click to call, forward, transfer, single number reach and anywhere access to communications. 1-800-Registry also benefits from the cloud-based contact center service which provides a virtual contact infrastructure to support its call center agents and is fully integrated with the company's Salesforce.com system giving them instant access to client account information when they call.

"We are pleased that 1-800-Registry has entrusted XO Communications to help them simplify their communications infrastructure and deliver both cost savings and operational efficiencies," said Don MacNeil, chief marketing officer at XO Communications. "With businesses like 1-800-Registry adopting cloud-based solutions, it's clear that IT professionals understand the compelling advantages of cloud-based VoIP and contact center solutions and are making the right strategic decision to outsource important business functions to trusted providers like XO Communications."

To learn more about XO Communications, visit www.xo.com, blog.xo.com or call our local office at 949.417.7700

About 1-800-Registry

In a recent survey, over 95 percent of brides would recommend 1-800-Registry, a leading online wedding registry service that assists brides and grooms with their wedding planning and honeymoon planning, while earning Reward Dollars toward travel. 1-800-Registry is also a resource for the best destination wedding and honeymoon planning in the Caribbean, Fiji, French Polynesia, Hawaii, Las Vegas, California, Florida and more. Wedding & Event Planning and Destination Travel services are offered free of charge, and the easy-to-navigate website helps couples find trusted wedding vendors available on a couple's specific wedding date. Couples can use 1-800-Registry to help them book their venue, catering, bridal flowers, wedding photography and more. A first in the industry, 1-800-Registry is proud to offer the only money-back Wedding Assurance™ Guarantee, validating the excellence and integrity of its Bride-Certified Wedding Vendors in Las Vegas, Southern California, Dallas and Houston. For further information, call 1.800.352.9536 or visit *www.1800registry.com.*

About XO Communications

XO Communications is a leading nationwide provider of advanced IP communications, managed network and hosted IT services for business, large enterprise and wholesale customers. These customers include more than half of the Fortune 500, in addition to leading cable, mobile wireless, and domestic and international telecommunications companies. XO offers a superior customer experience through its innovative solutions, its employees' focus on customers and the proven performance of its advanced network. To learn more about XO Communications, visit *www.xo.com* or *blog.xo.com*. XO Communications is also on Twitter, YouTube, Facebook and LinkedIn.

UCIRVINE | DONALD BREN SCHOOL OF INFORMATION & COMPUTER SCIENCES

UC Irvine Faculty, Students Develop Apps That Make a Difference

A team of middle schoolers developed a mobile application that helps K-6 students strengthen their math skills by solving equations to advance in a series of Olympic events, including swimming and running.

In just 10 days, medical students and information and computer sciences students teamed up to create a telemedicine application that provides up-to-date information regarding the location of relief centers and urgent care clinics in disaster zones.

Most recently, a group of computer scientists created an app that could allow an individual to securely store and use his or her own DNA on a smartphone.

These potentially life-changing apps resulted from programs offered by UC Irvine's Donald Bren School of Information and Computer Sciences – with the support of industry and community partners such as the OC STEM Initiative and the Kay Family Foundation.

The only computing-focused school in the University of California system, the Bren School uses cutting-edge research, robust interdisciplinary collaboration, and innovations in curricula to identify issues, solve problems, and educate the next generation of computer science and information technology leaders. Distinguished alumni include the co-creator of Hypertext Transfer Protocol (HTTP), the communication protocol underlying the World Wide web, and the inventor of the domain name system (DNS), which links familiar web addresses with their Internet addresses.

"Our faculty and students continue to develop interesting programs, especially in the area of app development," says Hal Stern, the Ted and Janice Smith Family Foundation Dean. "Programs like these have led to increased enthusiasm for our majors. Enrollment is up by 45 percent compared to three years ago, and the number of applicants for our degree offerings have increased by 31 percent over last year. This truly is an exciting time at the Bren School."

For more information, visit www.ics.uci.edu.

Photo by Peter Huynh

Business information management major Marina Zitser (center) and her middle school mentees demonstrate their educational app "Ninja Math" to professor Debra Richardson.