

# TECH & TELECOM

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## Simplify and Reduce the Costs of Managing Voice Communications

**F**or many businesses, connecting and enabling voice services across many branches can become expensive and time-consuming – particularly as service demands change from location to location. Companies often rely on several service providers to provide full connectivity across their entire business or campus environment.

Enter a powerful new solution that allows organizations to serve branches with telephone service through one or a few centralized IP-PBXs. It's called Enterprise SIP service from XO Communications. This service uses Session Initiation Protocol (SIP) to help multi-location businesses easily transition from a distributed voice network architecture to a more centralized and cost-effective Voice over IP (VoIP) solution. Winner of the Technology Marketing Corporation (TMC) NGN

magazine's 2010 Leadership Award and *Internet Telephony* magazine's 2009 Product of the Year Award, XO Enterprise SIP is recognized as a highly innovative solution that demonstrates the commitment of XO Communications to help companies operate more efficiently and reduce costs.



XO Enterprise SIP eliminates the need for business lines at every location and enables businesses to carry voice and data traffic over their private Wide Area Networks (WANs), resulting in more effective use of the networks. Using SIP for

the enterprise, companies can consolidate connections through a small number of locations and with a single carrier, save costs and streamline telecom operations.

### Advantages of Next Generation SIP Trunking

- **Lower operating costs and eliminate multiple carriers** for voice lines at each location.
- **Reduce capital costs** by eliminating PBX equipment at every location.
- **Simplify network management** by using only one provider and being able to manage services from one location.
- **Extend VoIP services to branch locations** using the company's Wide Area Network.
- **Increase network efficiency** by using idle bandwidth at one location for demands at other locations.
- **Cut long distance calling charges** by carrying site-to-site calls across the Wide Area Network.
- **Gain business continuity options** with redundancy and automatic call routing.

*These are just a few of the many benefits of the XO Enterprise SIP solution. To learn more about this innovative solution, visit [www.xo.com/esip](http://www.xo.com/esip) or call (888) 718-7595.*



### About XO Communications

XO Communications is a leading nationwide provider of advanced communications services and solutions for businesses, enterprises, government, carriers and service providers. XO Communications customers include more than half of the Fortune 500, in addition to leading cable companies, carriers, content providers and mobile network operators. Using its unique combination of high-capacity nationwide and metro networks and broadband wireless capabilities, XO offers customers a broad range of managed voice, data and IP services with proven performance, scalability and value in more than 75 metropolitan markets across the United States. XO Communications has expertise in enterprise networking, particularly with next-generation network architectures, and makes for a powerful partner for your enterprise connectivity needs. With over nine years' experience in owning and operating a VoIP-based solution, XO carries over 25 billion VoIP minutes annually and serves over 25,000 businesses with VOIP services.

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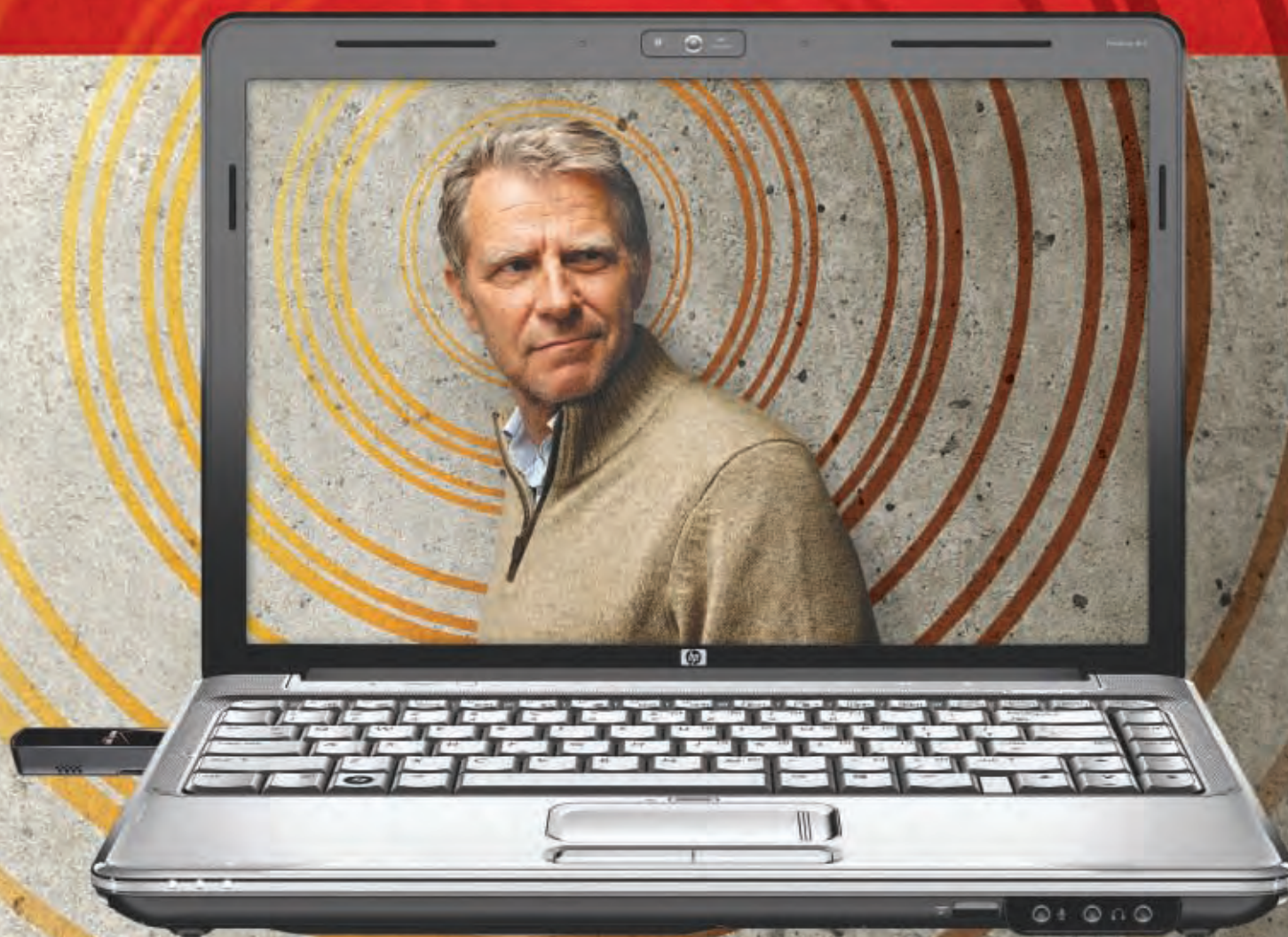
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# The Dot Printer Leaves Imprint in Three Major West Coast Markets

*Company turns to Cox Business for cost savings and stellar phone, Internet and colocation services*

**F**or The Dot Printer, a \$30 million company with corporate headquarters in Irvine, reputation is everything. The company prides itself on its high-quality lithographic services, offering a wide product line that includes commercial printing, digital services and fulfillment and distribution services.

Because of the nature of The Dot Printer's services, customers need constant access to the company's Web site; they need the ability to transmit large files with ease at any time of the day or night. Anything less than that and the company risks losing its standing.

"It's really important that our servers are up and running 24/7; we'll get orders at 2 a.m.," said Jose Tellez, Chief Information Officer for The Dot Printer. "We need the phones to be operational for us to take orders. If the phones are down, we can't talk to our clients."

Tired of interruptions in service that cost them time and money, The Dot Printer recently switched to Cox Business for their Internet, phone and colocation needs.

The Dot Printer had provided printing services for Cox for years. Tellez said Cox

"WE'VE BEEN AROUND FOR ABOUT 30 YEARS AND EVEN IN THESE DOWN ECONOMIC TIMES, WE'RE STILL EMPLOYING PEOPLE AND WE PLAN TO BE AROUND FOR ANOTHER 30 YEARS. PARTNERING WITH THE RIGHT PEOPLE AND SERVICES LIKE COX BUSINESS IS WHAT IS GOING TO HELP US GET THERE."

— JOSE TELLEZ, CHIEF INFORMATION OFFICER, THE DOT PRINTER

Business representatives told him they could provide a superior product at a better price. Tellez and others decided to make a switch.

"Before, the servers used to go down every three months. When we moved over to Cox, those problems were eliminated. Now we don't go down. And if there is any repair work, they tell me a month before that they are going to do it. They are always looking to find better ways for us to be operational as a business," Tellez said.

## Expanded Connectivity

The Dot Printer has five locations and uses Cox's Metro Ethernet services to connect all of them. The Dot Printer also uses Cox's colocation service in Rancho Santa Margarita, where businesses can keep their servers offsite in a secure facility.

Cox's Metro Ethernet allows businesses, local governments, school systems and other entities to cost-effectively extend high-speed data and voice connectivity to other locations by combining the simplicity of Ethernet with Cox's reliable optical fiber network. Businesses can securely extend the reach of their metro area networks without the cost and complexity of traditional WAN technologies. And, networks can be scaled as businesses grow and need increased bandwidth.

Metro Ethernet delivers high-speed connectivity for substantially less than traditional Frame Relay, ATM or dedicated Private Line solutions and eliminates the need for expensive CPE at each location.

"THEY'RE KIND OF LIKE FAMILY TO US. WE INVITE THEM TO SPECIAL EVENTS AND THEY DO THE SAME FOR US. BOTH SIDES HAVE BENEFITED FROM THE PARTNERSHIP."

— JIM JIMENEZ,  
SENIOR BUSINESS CONSULTANT,  
COX BUSINESS

## Better, Faster Internet

The Dot Printer uses Cox's Optical Internet, the reliable and scalable high-speed Internet service built specifically to meet the complex data demands of growing businesses. Backed by Cox's fiber-based metropolitan networks and nationwide fiberoptic IP backbone, Cox Optical Internet gives businesses dedicated access to Cox's network with flexible tiered bandwidth options scalable to GigE speeds.

"We gave them better service, faster Internet while saving them money," said Jim Jimenez, Senior Business Consultant for Cox Business and the account executive who works with The Dot Printer. "We're just very aggressive when we work with customers. We do everything we can to save them money while upgrading their service to faster bandwidth."

## Vital Colocation Facilities

Dot Printer keeps their servers out of harm's way, renting half a rack of space at Cox's colocation facility.

"Colocation facilities are vitally important to keep businesses up and running," said Krista Farmer, Marketing Supervisor with Cox Business. "It allows for disaster recovery. Our customers have a secure space that's monitored 24/7 and with their servers at a second location there's an added benefit of peace of mind."

Businesses understand the benefits of having their servers outside their buildings, particularly in the case of a fire, flood or other disaster.

"Now all their servers are here at our office," Jimenez said. "We have connectivity between Rancho Santa Margarita and Irvine where they can download or upload information from their servers in a secure environment."

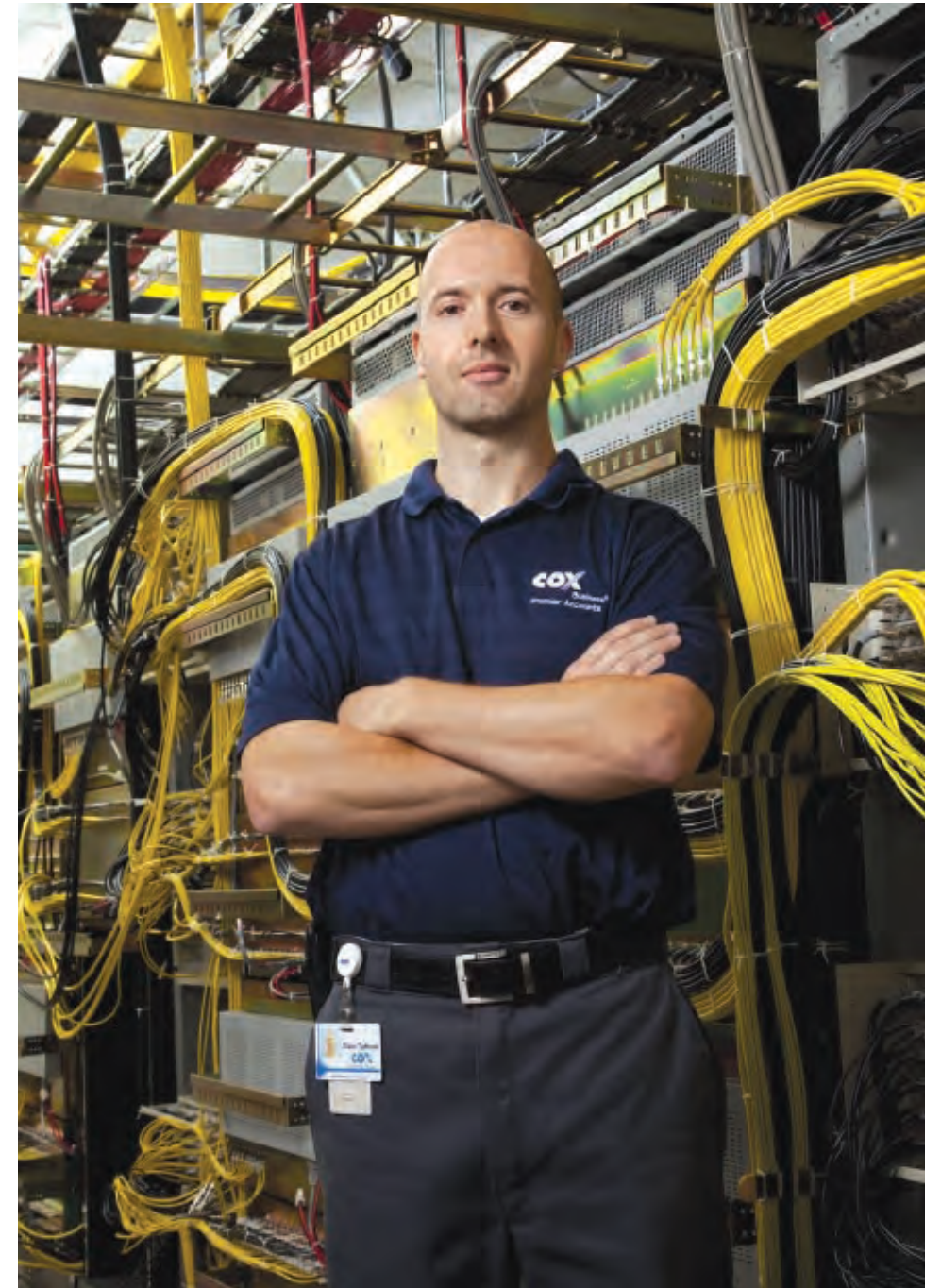
The myriad layers of protection at the colocation is a plus, Tellez said. "It's in a locked, caged area which means secured access. They monitor and track everything that happens in that colocation. That becomes a selling tool, not only at a firewall level and a software level, but also at a physical level," Tellez said.

Another major benefit is power redundancy. If there is a power outage, Cox has many

## Fast Facts

Cox Business is a division of Cox Communications, a Fortune 500 company with more than 6 million residential and commercial customers. The company offers high-speed Internet services; switched voice and long-distance services; and dedicated voice, data, TV and transport services for home offices, small, medium and large-sized businesses, school districts and hospitality, government and military properties in 28 markets across the nation.

For more information about Cox Business services, please visit [www.cox.com](http://www.cox.com).



Dalibor Taticek, Premier Accounts Technician for Cox Business, Orange County

different ways of getting electricity so the servers can keep running.

## Seamless, Cost Effective Transition

Since switching over to Cox Business, customer complaints have gone away and the company's Internet, phone and colocation costs have dropped by 25 percent.

Tellez said the transition to Cox was seamless, even when it came to transitioning more than 50 phone numbers and a few 800 numbers.

"Any time you are switching services, there is going to be a downtime. What happened when we were switching services is we gave Cox a list of numbers we wanted to switch over. The switch was basically instantaneous," he said. "It was a single line going down one at a time. One line would go down for 30 seconds and the next line would go up. To our clients, we were never down."

Dot Printer was at first hesitant to switch from AT&T to Cox Business, Jimenez said. But the business knew how the people at Cox operated, having done printing work for Cox for so many years. Now, The Dot Printer understands firsthand just how superior Cox's services are.

"I have seen a big improvement and the way I see that is in the number of complaints," Tellez said. "I'm the first person to know when the Internet is slow, when calls are being dropped. Those complaints have gone away; that's how I see it's good quality. What's great about Cox, as well, is that as our business grows, we can expand with them."

While Dot Printer and Cox Business always have had a good relationship, it is even stronger now.

"They're kind of like family to us. We invite them to special events and they do the same for us. Both sides have benefited from the partnership," Jimenez said.

One of the things people like most about working with Cox Business is the customer service. Jimenez said Dot Printer executives know they can always get in touch with him.

"There are lots of benefits to working with Cox as opposed to AT&T and I think they like the personal services and the savings they are getting every month," he said.



OC-IT's San Clemente headquarters



## OC-IT Raising the Bar for Fixed-Cost Support Services with 100% Uptime

OC-IT is Orange County's IT Department, headquartered in San Clemente with an Irvine location to open soon. By providing fixed-cost computer and network support, vendor liaison services, asset management, technical training and project management to small and medium-size businesses with 100% uptime guarantees, OC-IT raises the bar among its contemporaries. OC-IT supports and has clients in Orange County, San Diego, Los Angeles and The Inland Empire; offering 24x7 support and saving businesses money with "all you can eat" IT services for 40-60% less than what it would cost for a full-time technical employee. Not only that; but when working with OC-IT, a business is not just working with one engineer, but a team of seasoned professionals ensuring the vital IT environment of the business is up and running 24x7x365.

"Old fashioned customer service combined with our always evolving and leading the cutting-edge technology means that we can effectively ensure that our clients stay up and running, no matter what!" said Matt Lindley, Director of IT Services for OC-IT. "Not only that, but our ability to provide tremendous cost savings to our clients in an all-inclusive budget-friendly package, has returned such positive feedback further strengthening our relationships and ability to help our clients grow through better communication."

### Cost savings, unparalleled service

OC-IT works with a variety of business verticals from Industrial and Manufacturing, Health Care, Financial, Legal, Technical and Sales. Agents West, a leading sales and distribution company representing manufacturers of electrical products, hired OC-IT as its computer and network support partner in 2006. With offices in Las Vegas, NV, Pismo Beach, La Mirada and Irvine, CA, Agents West employs above-industry standard technology to achieve high efficiency and communication, while also setting them apart from their competition. When asked about OC-IT, principal owner of Agents West, Clyde Collins, commented, "OC-IT delivers to us what any business sets out to achieve, excellent products and services and unparalleled customer service." Mr. Collins also added, "In this economic landscape, the combination of those who can provide cost savings while not sacrificing on delivery is key."

At OC-IT, with our 24/7 monitoring, we use real-time data, advanced network asset tracking and performance monitoring to protect your company and give you "IT" piece of mind. Keep up to date via our recently re-launched website and blog at www.OC-IT.com, where you can sign up for a free Network Security and Performance report to safeguard your business operations, no strings attached. Or call us today at 888-OC-IT PRO.

### OC-IT services also include:

- Proactive Monitoring and Managed IT Services
- Hosted Backup, Email and SPAM Protection
- Technology Relocation Services
- Data Backup and Business Continuity Plans
- Disaster Recovery and Network Security
- Reactive Services and Break/Fix Services
- Multi Industry Compliance Consulting (HIPPA, FINRA, SEC)
- 24/7 Monitoring, Alerting and Reporting
- Virtualization and Business Automation

### OC-IT guarantees:

- Client response times
- Network stability
- Effective performance of both hardware and software

Contact OC-IT at [www.oc-it.com](http://www.oc-it.com) or phone 949.488.7083.



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