

# TELECOMMUNICATIONS

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## Improve Productivity, Lower Costs and Simplify With Voice over IP Networking

**M**any businesses use Voice over Internet Protocol (VoIP) networking solutions to break free from multiple communications vendors, and to simplify their communications. Voice over Internet Protocol is a method for taking audio signals—like the kind you hear when you talk on the phone—and turning them into digital data that can be transmitted over any IP network, such as a Local Area Network, a Wide Area Network, or the Internet. With this technology, voice traffic can travel over the same network as data.

XO Communications is a leading nationwide provider of advanced communications services such as VoIP and other solutions for businesses, enterprises, government, carriers and service providers. Using a 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. Among these services is the award-winning XO IP Flex service—a converged VoIP solution that offers voice and data with unparalleled simplicity, flexibility and value through the XO nationwide IP network.

### A consolidated solution

XO IP Flex is a complete bundle of communications services, including local and long distance voice, Internet access, web hosting, the XO Anywhere Package for unified communications, and business continuity features such as Automatic Call Routing. Multi-location enterprises, such as retail and restaurant chains and financial service companies, can benefit significantly by using a single nationwide provider to connect all locations with XO IP Flex. And with a VoIP footprint covering 2,700 cities nationwide, XO offers business-class VoIP services in more markets than most other communication service providers.\*

### XO IP Flex benefits

One of the advantages of XO IP Flex is the fact that the service is with existing analog phones, hybrid key system or PBXs so there's no equipment to purchase. And depending on



Communications  
Business Services

- an incoming call to an alternate number in the event of unforeseen interruption in service
- Collaborative services such as conferencing
- Auto Attendant, tool which helps field calls
- A business call center, to help establish technical assistance lines, customer support numbers, or order-taking centers
- Voice Virtual Private Network (VPN), to enable multi-location businesses to configure private dial plans for on-net call routing
- Account codes

port speed, businesses can add up to 48 phone lines or 72 voice grade equivalents.

Traditional phone and data services require companies to have separate circuits for voice and data, or to allocate fixed bandwidth, or "channels" to one service or the other. Unlike these traditional phone and data systems with fixed capacities, XO IP Flex allows businesses to use a single circuit for both voice and data, while it continuously adjusts the bandwidth allocated to voice or data. This real-time Dynamic Bandwidth Allocation gives priority to voice traffic, but makes additional data bandwidth capacity available when phone lines are not in use and not consuming bandwidth.

With XO IP Flex, customers receive a standard package of more than 20 features including voicemail, visual voicemail, and hunt groups. Features such as unlimited local and site-to-site calling\*\* and choice of calling plans cut costs when dealing with vendors and customers outside the local calling areas. A Web-based Online Feature Management tool that customers use to self-administer voice feature changes can make it even easier to manage services.

Optional capabilities can be added at a nominal monthly charge. Among the optional capabilities are features such as:

- XO Anywhere unified communications package, which allows employees to work from anywhere as if they were in the office
- Automatic call routing, a business continuity failover option that automatically redirects

*continued on page B-18*

XO

continued from page B-17

- And many more.

#### Real world applications

Imagine a medical supply company with many offices in different metro areas. This company could face difficulties managing voice and data across all locations. For efficiency, XO IP Flex combines user groups across company locations into one unified private dial plan.

Or consider the architectural firm with a steadily growing client list. Along with the need to send architectural and other large files online, this firm might need high-speed data transfer options that enables transfer of files at the end of the day when most employees are off the phone and on their way home. To efficiently adjust to heavy data demands, XO IP Flex Dynamic Bandwidth Allocation can help reduce the time needed to exchange critical files and helping eliminate the need to purchase additional bandwidth.

XO IP Flex is also a good solution for retailers looking to contain costs, expand telecom capabilities, and encourage employees to work remotely. XO IP Flex can help accomplish all of these goals with unlimited local calling, unlimited site-to-site calling\*\*, a private dialing plan, plus a broad set of advanced VoIP features.

#### Unified communications is key

For workers on the go, businesses can tap the powerful capabilities of XO® Anywhere. Winner of the INTERNET TELEPHONY 2008 Product of the Year award and a 2008 TELEPHONY Innovation Award for the Most Innovative Fixed Mobile Convergence Service, XO Anywhere supports unified communications for customers with XO IP Flex service. With XO Anywhere, businesses can:

- Get more productivity out of mobile workers
- Unify business communications and have all calls charged directly to the XO service, even when employees work away from the office
- Be more reachable to customers
- Ensure a professional image for the company no matter where employees are working from

At the same time, employees benefit as well. They can turn any phone into an office phone, work from anywhere as if they were in the office, never miss important calls, and protect personal caller ID information when making calls away from the office.

#### IP Flex with VPN

Multi-location businesses with remote or smaller sites that require private networks with voice, data, and Internet access should consider XO IP Flex with VPN service. This service offers integrated local, long distance, data networking, Internet services and XO Anywhere for unified communications on a secure, private IP MPLS network with Class of Service capabilities. With XO bandwidth-based pricing, customers can select a port speed and calling plan sized to fit their business needs, and a flexible, intelligent, and managed network-



based solution that offers more bandwidth for the dollar, faster application deployment, and lower network operating costs than traditional wide area networking services.

#### Why XO?

XO Communications has been carrying and delivering services using VoIP technology for more than seven years. XO Communications carries more than 25 billion VoIP minutes per year. To date, more than 25,000 businesses nationwide or nearly 1 million end users have deployed XO VoIP services. For these businesses, integrating voice and data made sense to lower monthly costs, the number of carriers and complexity of services, simplify infrastructure, and to minimize maintenance across multiple locations. For more information, visit [www.xo.com/flex](http://www.xo.com/flex) or contact XO Communications at 949.417.7158.

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\*Flat rates vary by market. Overage charges apply

\*\*Unlimited site-to-site calling to company locations with XO IP Flex, XO IP Flex with VPN, or XO SIP service

## Is Your Technology Improving Your Bottom Line?

*Merrill & Associates has a unique blend of in-house expertise in hardware, software, applications, and carrier/network services. Our consultative approach will allow you to decrease unnecessary monthly costs and increase revenue generated by business-enabled applications that your enterprise needs.*

#### Other Services Include

- Free Analysis of your overall Telecom Network
- Contact Center Applications
- TDM to VoIP Conversion
- Audio & Video Conferencing
- IP Telephony
- Unified Communication
- Network Design
- SIP Trunking
- Software Development



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## Cox Provides Peace of Mind for Financial Institutions

*Cox Business recently announced several comprehensive communications solutions with large regional financial services firms*

**F**inancial institutions process millions of transactions daily and the accuracy, reliability and security of the information impacts the market at large and the spending power of consumers. Cox voice, data and video products are designed with carrier-class reliability to create a high level of trust with finance customers, something they can confidently pass on to their clients.

San Diego County Credit Union (SDCCU) is San Diego's largest locally-based financial institution, with more than \$4.8 billion in assets and wholly-owned and operated by its 205,000 members.

SDCCU uses **Cox Metro Ethernet** to transmit transactional and operational data between its 27 locations and has complex disaster recovery circuits in place that automatically reroute data during an unexpected outage or crisis. The Cox Business solution also includes PRI (primary rate interface) advanced voice circuits and dedicated Internet access for SDCCU employees at the corporate headquarters and branch locations.

**Cox Media**, Cox's advertising sales organization, provides local awareness for SDCCU programs through tools that include cable TV commercials and online advertisements. SDCCU also benefits from working with Cox Media for local advertising products that help them raise the visibility of their products in the communities they serve, resulting in an unprecedented and strategic relationship between their operations and marketing interests.

O'Sullivan Creel, LLP is one of the largest independent accounting firms in the Southeast and has been a pioneer in creating a paperless office environment, allowing more efficient use of office space and effective workload balancing across 140 team members who have access to client files anytime, anywhere. With heavy reliance on client data and offices on the Alabama and Florida Gulf Coast, O'Sullivan Creel has heightened concerns for hurricane disaster recovery capabilities.

Cox Business allowed O'Sullivan Creel to move duplicate data servers into Cox's

Category 3 hurricane resistant colocation facility that includes generator and battery back-up in the event of commercial power failure. These servers are backed-up in real-time via a 100 Mbps fiber Cox Metro Ethernet connection and O'Sullivan Creel can offer clients 24/7 access to personal account information through a secure client portal. The Cox Business solutions also include PRI voice service and O'Sullivan Creel is using VoIP phone systems to transmit internal calls without additional cost over the Cox Metro Ethernet network.

### About Cox Business

Cox Business is a division of Cox Communications, the nation's third largest cable broadband communications company. The company offers high-speed Internet services; switched voice and long-distance services; and dedicated voice, data and video 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.

### About Cox Media

Cox Media, a subsidiary of Cox Communications, is one of the country's largest cable television advertising sales organizations, reaching more than eight million subscribers. The first to commercially deploy digital program insertion and on-demand advertising, Cox Media uses advanced research and media planning, customized promotions and state of the art commercial production to help businesses connect with their audiences. From broad reach on highly rated programs to laser-sharp targeting of specific audiences, Cox Media provides more choice, better value and smarter advertising solutions to its clients.

*For more information about Cox Business's comprehensive communications solutions and how they can help your business, please visit [www.coxbusiness.com](http://www.coxbusiness.com).*

## Discover the **right solution** for your business.

Consider Cox Business for your voice, data, transport and video needs. With Cox Business, your services are delivered over our secure network, built and maintained exclusively for Cox Business customers.

### The right attitude.

Rest assured your business can depend on superior network reliability and local world class customer service.

### The right technology.

Simplify your telecommunications world by bundling the right solutions that maximize productivity and provide valuable savings to your business.

- **Cox Business Internet** - speeds up to 25 Mbps\*
- **Cox Optical Internet** - fiber solution up to GigE
- **Metro Ethernet** - connecting multiple locations
- **Voice Services** - from basic business lines to PRIs and Toll Free services
- **Cox Business Video** - keep current with our News and Finance package

### Right here in Orange County.

And should you ever need technical support, you can rely on our local 24/7 customer support team. Find out more about the right solution for your business by calling your local account representative right here in Orange County.



Call today **(866) 546-2024** or visit us at **[www.cox.com](http://www.cox.com)**

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**XO<sup>®</sup> meets all of your  
business networking and  
telecommunications needs.**



XO Communications delivers voice and data services at the fastest speeds available over its private, nationwide network. With the unique ability to cover local and inter-city network traffic, our comprehensive product portfolio offers flexible communications solutions. And our service is supported by a world-class customer care organization that is available 24/7. So let us find the right solution for your telecommunications and networking needs.

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