

Executive Summary

Adriana's Insurance

- 35 offices throughout Southern California
- Corporate office and data center in Rancho Cucamonga, CA

Business Challenge

- Find alternative to multiple carriers providing expensive 1.5 Mbps T1 services
- Accommodate massive growth
- Centralize network services with one vendor to simplify billing, ordering, and troubleshooting

Solutions

XO® IP Flex, XO® IP Flex with VPN, XO® MPLS IP-VPN, XO® ISDN PRI, XO® Dedicated Internet Access, and Hosted SMS Services

Results

- Centralized services for all locations with one vendor, resulting in streamlined and simplified network management
- Enhanced voice and data services with higher speed connectivity and advanced features based on the XO IP MPLS network
- Efficient company-wide use of voice, data, and unified communications solutions through ISDN PRI
- Hosted SMS services expanded direct response options for special promotions to mobile phones

Growing Insurance Agency Turns to XO Communications for Converged Voice and Data Solution for Retail Locations in U.S. and Abroad

The 37 million Hispanics living in California (according to 2010 data from the U.S. Census) are a huge market for one of the fastest-growing insurance companies in the state—Adriana's Insurance Services. With over 35 offices, each receiving an average of 100 inquiries a day, Adriana's has catered to the Spanish-speaking market since its founding in 1991. Innovative TV, print, outdoor, Web, and mobile advertising campaigns have contributed to the company's success, along with a variety of network services provided to offices in the United States and abroad.

Adriana's Insurance Services caters to Spanish speakers in the U.S. and offers automobile, motorcycle, commercial auto, boat, RV, home owners, health, life, business, special events, and Mexico travel insurance.

In 2009, Adriana's IT department began looking for a more robust and cost-effective network service vendor. The offices then had T1 lines with speeds of 1.5 megabits per second (Mbps) from various carriers. After a competitive review, the company chose XO Communications to provide secure, dependable, high-speed voice and data services over Adriana's XO-provided Multiprotocol Label Switching (MPLS) network, which is based on Cisco® routers and switches.

The Challenge: Centralizing Network Services Under One Vendor

A single point of contact for billing, ordering, and troubleshooting, along with more robust and differentiated services at a lower price, were a few of the key reasons XO Communications won the business. Adriana's looked at local cable and wireline providers but no one vendor could provide services to all of the company's locations.

"I had heard good things about XO from colleagues at other companies," says Sergio Gomez, Adriana's director of IT. "One company experienced no disruption in services during and after a large

earthquake. And the range of services available, pricing, and network footprint met our needs."

XO technicians visited every Adriana's office over a three-month period to install Cisco 2800 and 2900 Series Integrated Services Routers (ISRs) and to configure them for XO services. Cisco ISRs have next generation rich media collaboration and virtualization features and can deliver additional service integration (e.g., wireless, video, security) on-demand via the addition of optional easy-to-install modules to reduce capital expenses.

Solution: XO Services to Meet a Variety of Needs

With most customers soliciting quotes from agents over the phone, Adriana's retail office locations and call center moved from their local PBX systems to XO IP Flex, a converged data and voice over IP (VoIP) service available over the XO nationwide IP network. XO IP Flex includes local and long distance voice, Internet access, Web hosting, unified communications through the XO Anywhere package, and features for business continuity such as Automatic Call Routing.

Adriana's corporate office and data center in Rancho Cucamonga, California, also has the XO IP Flex service. In addition, those offices benefit from XO Integrated Services Digital Network (ISDN) Primary Rate Interface (PRI) service, which allows Adriana's to utilize their Cisco Unified Communications Manager voice and data solution internally throughout all company locations. With XO ISDN PRI, channels can be allocated dynamically to adapt to changes in traffic patterns while increasing trunking efficiencies and reducing the total number of trunks used. Multiple locations can be cost-effectively connected with guaranteed bandwidth for large volumes of data and voice traffic via the public switched telephone network (PSTN). Another benefit of the service is the ability to implement a cost-effective, robust disaster recovery solution to protect mission critical traffic in the event of a failure anywhere in the network.

An additional service available from XO Communications for Adriana's corporate office and data center is Dedicated Internet Access, providing 10 Gigabit Ethernet Internet access through the XO Tier 1 IP network. Designed to handle heavy data demands, the service is backed with a service level agreement for 100 percent availability.

Finally, Adriana's has turned to XO Communications for a Hosted Short Message Service (SMS) offering, a text messaging service that supports mass marketing print ad and billboard campaigns that prompt potential customers to text Adriana's for insurance quotes. The Web-based service forwards the text messages mentioning a key word or a coupon code to insurance agents who can respond knowledgeably based on special promotions.

Results: Robust Services with Room to Grow

"We provide MPLS to all of our offices, which allows for high quality of service on calls—no echo, no hiccups—and the 10 Megabit network allows our agents to work at full speed on data communications," says Gomez. "Our employees are not limited by our older network solutions."

Adriana's agents have to send a lot of information to their partner insurance companies. Since going with XO Communications, the speed is almost twice what it was. Customers also benefit from faster service when they call or visit an Adriana's office.

Gomez sees a lot of room to grow with the services and technology from XO Communications and Cisco. "We don't have to increase bandwidth if an office goes from eight to sixteen lines." Services can also be added to the Cisco ISRs through modular cards and the Cisco IOS® Software already contains the required images.

Now, instead of having to access voicemail in the company office via the dedicated PBX, Adriana's employees can access their voicemail, either from fellow employees or customers, anywhere. This increases productivity and efficiency, enhancing the quality of service for customers while contributing to more insurance policy wins for the company.

About XO Communications

XO Communications is a leading nationwide provider of advanced IP communications, managed network and IT infrastructure solutions for businesses, enterprises, government, carriers and service providers.

XO customers include more than half of the Fortune 500, in addition to leading cable companies, carriers, content providers and mobile network operators. Utilizing its unique combination of high-capacity nationwide and metro networks and broadband wireless capabilities, XO Communications offers customers a broad range of managed voice, data and IP services with proven performance, scalability and value in more than 85 metropolitan markets across the United States.



For more information, visit www.xo.com or call: 866.349.0134



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