

case study



The Boston Celtics Score with XO Communications on Their Team

Boston Celtics

One of the most popular franchises in professional basketball, the Boston Celtics have won a record 16 NBA championships. That kind of success keeps the team's 70-person office busy selling tickets – via the Internet and telephone – to corporate sponsors and fans. A reliable voice and data network and a responsive service provider are critical to their operational success.



The Challenge

Finding a stable and dependable service provider of voice and data services when the Celtics moved their office to a new location

In 2005, when the Celtics moved their office headquarters closer to the team's Boston Garden arena, Jay Wessel, Senior Director of Technology for the Boston Celtics, sought a new telecommunications provider. Wessel's search was prompted by two factors: unresponsive service from his existing provider and unreasonably high monthly telecommunications bills that were difficult to understand.

Few vendors made Wessel's short list. Having been burned in the past by unreliable service providers – some of whom had gone out of business – the Celtics demanded stability and reliability in a new service provider. They also wanted a partner who was easy to work with, offered simplified invoices, and provided quality voice and data services for less than what the team was currently paying.

The Solution

XOptions®, a bundled voice and data solution backed by XO Communications, one of the most respected brands in telecommunications

The XOptions package that Wessel selected included two T1s, one for voice traffic and one for data traffic. Local, long distance, and data charges were bundled together and presented clearly on a single monthly invoice. A Primary Rate Interface (PRI) on the XO switch allowed Wessel to continue using several existing analog lines.

"We really liked the convenience and simplicity of everything on one bill," said Wessel, "and the performance of the system has been great." The new system supports the Celtics' need to sell game tickets and corporate sponsorships via inbound and outbound calls as well as the Internet.

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Customer Challenge

- Identify a stable, reliable service provider, one which the Celtics could depend on to set up service in a new office
- Simplify complex billing
- Receive prompt service to resolve technical issues

XO® Solution

- XOptions®, a bundled voice and data solution
- Two T1s – one for voice and one for data – that provide Internet access, local, long distance, inbound toll-free, and calling features for a flat rate,* on a single bill
- Responsive, dedicated XO implementation team
- Security and reliability of the XO national IP network



Wessel remembered that the switchover to the XO bundled voice and data solution ran very smoothly. "We were up and online much faster than expected," said Wessel, "and the system was stable from the beginning."

Key features of the XOptions package include:

- Single, flat rate* for local, long distance, inbound toll-free, Internet access, and Web hosting
- Broad feature set for voice calls to meet the needs of any business office
- High-speed Dedicated Internet access
- Reliability and security of the XO national IP network and softswitch technology

The Results

Fast, Smooth Transition

To make the switch to XO Communications, Wessel expected their system would be down for at least four days, but it took much less time than that. After shutting down on a Thursday at 5 pm with hopes of opening for Monday morning, the Celtics were ready to be back online by midnight Thursday. "The move and implementation went very well," said Wessel. "We easily could have been open for business on Friday."

Time Savings

Wessel said his office used to spend hours every month trying to decipher and reconcile voice and data bills from different vendors with different rates. Now all services are conveniently consolidated on a single bill with a single rate, making everything easy to understand and saving the staff time.

Reduced Monthly Costs

Although costs weren't the primary driver for Wessel in seeking a new solution, he estimates a 10% to 20% monthly savings on voice and data costs now that the Celtics are using XOptions.

Exceptional Service

"Finding a reliable and stable service provider was my Number One concern, and XO completely eliminated that concern," Wessel said. "When we have an issue, there is someone we can talk to right away who knows us and knows how to solve the problem. It feels more personable and works to our advantage."

Corporate Partnership

With XO Communications now the official telecommunications provider for the Boston Celtics, the two organizations have a strong and mutually beneficial partnership — a winning combination.

"Finding a reliable and stable service provider was my Number One concern, and XO completely eliminated that concern."

JAY WESSEL

Sr. Director of Technology
Boston Celtics
www.celtics.com

About XO Communications

XO Communications is a leading provider of telecommunications services exclusively to businesses. XO services include local and long distance voice, dedicated Internet access, private networking, data transport, and Web hosting services as well as bundled voice and Internet solutions. XO is a proven leader in IP services, including the award-winning Voice over Internet Protocol (VoIP) services bundle, XOptions® Flex. For carriers and service providers, XO offers a full suite of wholesale services. XO provides these services over an advanced, national facilities-based IP network and serves more than 70 metropolitan markets across the United States.

For more information, visit www.xo.com or call 1.866.963.9696.

* Flat rates vary by market, limits apply.

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