



CASE STUDY: SendOutCards



Online Greeting Card Company Implements XO Hosted VoIP Solution to Support Growth, Gain Savings

Executive Summary

SendOutCards
Salt Lake City, UT

Business Challenges

- Company had outgrown existing PBX capacity
- Poor local calls quality
- High annual phone system maintenance cost

XO Solutions

- XO® Enterprise Cloud Communications
- XO® Contact Center on Demand
- XO® Dedicated Internet Access
- XO® Long Distance Services

Results

- Annual savings of \$150,000
- Excellent local call quality
- Advanced unified communications features

Founded in 2004, SendOutCards is an online greeting card and gift company with over 50 million cards sent, making it the largest first-class mailing company in the U.S. and one of the fastest-growing network marketing companies in the world. SendOutCards recruits and trains individuals to become independent distributors of its services.

Challenge: Replace old PBX system to support the needs of a growing organization without incurring massive new investments.

SendOutCards was looking to replace a legacy PBX because the company had outgrown what that system was capable of supporting. In order for it to gain additional capacity, it would have had to do a system upgrade that would have required a massive technology investment. The SendOutCards management was not keen on the capital expense of doing such an upgrade. "Our existing phone system shared the same network as the data network due to poor planning by a previous Systems Administrator. This gave me the perfect opportunity to segment the new phones out without having to invest time in revamping the current system," said Nick Brooks, SendOutCards' Network/Systems Engineer.

Solution: XO Enterprise Cloud Communications, an end-to-end, hosted VoIP solution that provides the cost savings and productivity benefits of cloud-based IP communications on the nationwide XO Tier 1 IP network.

The business benefits of XO Enterprise Cloud Communications include reduced total cost of ownership and full IP-PBX features, increased functionality and High Definition IP voice without having to buy new equipment. Thanks to the predictable, per-user pricing model, customers only pay for what they need and scale as their business grows resulting in lower capital and operating expenses. In addition, customers save on long distance charges with free site-to-site calling across their networked locations. By outsourcing the management and maintenance to VoIP experts, customers free up IT resources allowing them to focus on their core business.

SendOutCards' IT group understood the advantages of a hosted VoIP solution, but to sell it to the company's leadership, they had to build a business case in order to gain



approval for its implementation. They provided upper management the cost points and features of an extensive upgrade of the existing system versus the cost and features of a hosted solution. “The feature-rich offerings of the hosted solution alone were a major selling point for our company,” said Nick Brooks. “Our management was ecstatic that we would no longer have an annual maintenance cost for our phone system by switching over to a hosted solution.”

Results: Substantial savings, improved voice call quality, and new productivity-enhancing features

With the XO hosted VoIP solution in place, SendOutCards is anticipating an annual savings of roughly \$150,000 for its total telephony solution, which also includes a hosted contact center solution for its call center operations.

The company’s employees are thrilled with the quality of the telephone calls on the XO solution. Their legacy solution had a PRI for voice, and local calls would experience severe echoing. This echo has disappeared with the hosted solution. In addition, retrieving voice mail is much simpler and easier with the hosted solution. The Unified Messaging features make it easy for the company executives and their assistants to keep up to date with communications when they’re out of the office.

When asked what advice or tips he would give other businesses implementing a hosted solution, Nick Brooks says, “Communication with your account manager is key. Network planning is very crucial as well. Keep your voice and data segmented across your LAN and WAN, and your users will appreciate the improvement in call quality.”

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 services with proven performance, scalability and value in more than 85 metropolitan markets across the United States.



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