

# case study



## XOptions® Flex Meets the Need for Speed at BW Communications

### BW Communications, Inc.



BW Communications, Inc. (BWC) is a nationwide, full-service provider of telecommunications, securities, surveillance, and related services. Headquartered in Bowie, Maryland, BWC relies heavily on phone and Internet communications to conduct business. The company also makes extensive use of its toll-free number in all marketing initiatives, generating a large number of incoming toll-free calls.

### The Challenge

**Finding high-speed Internet service in an area without access to DSL or cable**

Acknowledging his need for speed, Harry White, President of BWC, was looking for faster Internet access so he could more easily download large files containing complex drawings and building floor plans from his customers.

White indicated that the BWC office faced two challenges: It was too far from the local phone carrier's Central Office to have access to DSL, and it was in an area with no cable TV coverage. Both challenges severely limited White's options for Internet service.

### The Solution

**XOptions Flex, a flat-rate\* bundled solution that delivers unlimited local calling, plus a generous number of long distance and inbound toll-free minutes, as well as high-speed Internet access**

As an experienced telecommunications professional, White admits that XO was an "easy sell" after he did a little research on the company's products, specifically XOptions Flex: "XO was the only company I know of that had that kind of product."

With XOptions Flex, White not only got the high-speed Internet access he wanted, but he also got a flexible product that provided the local, long distance, and toll-free features the company needed. White especially likes that incoming toll-free calls are included because it allows him to advertise his toll-free number without worrying about the cost of calls.

White also appreciated the flexibility and responsiveness of the XO team. "Once I decided to contact XO, I wanted it yesterday," said White. "Actually, I was on vacation and had XO fax information to me in Florida. XO was very responsive and had me up and running in 45 days – no small feat since they had to wait for the T1 line to be installed by another carrier."

## highlights

### Customer Challenge

- Find a high-speed Internet solution that doesn't require DSL or cable
- Implement the new solution quickly
- Employ a solution that saves money and offers predictable costs

### XO® Solution

- XOptions Flex, an integrated voice over Internet protocol (VoIP) solution, which provides savings of \$150 per month on communications costs)
- Single, flat rate\* for bundled local, long distance, inbound toll-free, calling features, Internet access, and Web hosting
- Security and reliability of the XO national IP network
- Responsiveness and dedication of the XO service team



White is so pleased with XOptions Flex that he recommends it to his own customers, several of whom are now XO customers.

Key features of the XO solution include:

- Local, long distance, inbound toll-free, Internet access, and Web hosting from one vendor, on a single bill, for one flat rate\*
- Dynamic Bandwidth Allocation, which automatically adjusts to heavy data demands by assigning additional bandwidth to data traffic when phone lines are idle
- The reliability and security of the XO award-winning national IP network and softswitch technology

## The Results

### Increased Use of Toll-free Numbers

"Before XOptions Flex, I wasn't advertising my 800 number," said White. "Now, all my advertisements include our 800 number, so we've been getting a lot of calls." With his inbound toll-free calls included in the flat rate,\* White knows he can use the toll-free number and not be surprised by higher-than-expected bills at the end of the month.

### Reduced Monthly Costs

"When you consider everything that is included in the XOptions Flex package, I estimate that we're saving about \$150 per month," said White. "Plus, I find that I'm making more long distance calls now."

### Easier Budgeting

"Because XOptions Flex is a bundled package, I know how much my bill will be every month. That makes it easy to budget," said White. Further, everything is on one bill, which simplifies things.

### Faster Internet Access

"In the past, said White, "I really hated it when I had to wait for drawings to download. Now I can quickly download drawings ranging in size from 2 MB to 10 MB, and it's even faster if the phone lines are idle." White adds that XOptions Flex is an excellent high-speed Internet option for small businesses.

### Reliable Service

White said that everything went well with his installation, and that his overall experience with XO has been great. When asked about post-sales support, White comments, "I really haven't even called tech support – in the year since our service was turned up, I haven't had any reason to call."



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#### HARRY WHITE

President  
BW Communications, Inc.  
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### 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](http://www.xo.com) or call 1.866.963.9696.

\* Flat rates vary by market, limits apply.

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