

## XO® IP Flex a Natural Choice for Organic Food Producer

### Executive Summary

#### Diamond Organics

- Based in Moss Landing, CA
- Provides organic food and other products via home delivery

#### Challenges

- Reduce monthly voice and data costs
- Reduce the number of carriers and complexity of services
- Identify a service provider who offers personalized, caring service

#### Solution

- XO IP Flex, an integrated voice and data solution which saved Diamond Organics \$1,500 per month on long distance
- Bundled local, long distance, calling features, and Internet access on a two T1 lines
- A responsive, knowledgeable and personable XO account representative

#### Results

- Monthly cost savings
- Convenience
- Personalized service
- Expansion plans

Diamond Organics, Inc., based in Moss Landing, California, along Monterey Bay, provides organically grown food and other organic products by direct home delivery. Founded in 1990, the company accepts orders via phone, Internet, and fax, so robust bandwidth and reliable voice services are critical to their success.

### The Challenge

Reduce monthly voice and data costs, and find a single service provider that is responsive and provides excellent service

Until late 2005, Diamond Organics worked with an incumbent service provider that offered a straightforward Primary Rate Interface (PRI) and T1 package for voice and data.

According to Jasch Hamilton, founder and president of Diamond Organics, the package was expensive. In addition, the incumbent provider was unresponsive and had no interest in helping Hamilton's company save money on its voice and data services.

Another challenge Hamilton faced was a change in the way customers placed orders. What used to be almost a 100% phone business had shifted to about 60% Internet. Consequently, Diamond Organics needed low rates for incoming toll-free calls and enough bandwidth to conduct a catalog business on the Web.

### The Solution

XO IP Flex, an integrated voice and data solution using Internet protocol, backed by an XO account representative who provided personalized, responsive service

Hamilton selected a 3.0 Mbps IP Flex package that dynamically allocates voice and data traffic among 17 telephone lines and Internet bandwidth needs. The package also includes an inbound toll-free 800 number. All local, long distance, and data charges are bundled together and presented clearly on a single monthly invoice.

Hamilton said that when he first heard about IP Flex, it sounded too good to be true. "But it is true," said Hamilton. "IP Flex is the perfect solution for my business, and I recommend it whenever I'm speaking to

other business owners."

Hamilton particularly likes the Dynamic Bandwidth Allocation feature of IP Flex. "When we're busy on the phones, we have the quality of service we need, and we also have the bandwidth for sending high-resolution images and other data," he said.

Key features of the IP Flex package:

- Local, long distance and inbound toll-free calling, plus Internet access, and Web hosting
- Broad feature set for voice calls to meet the needs of any business office
- High-speed Internet access with Dynamic Bandwidth Allocation, which assigns additional bandwidth to data throughput when phone lines are idle
- Reliability and security of the XO national IP network and softswitch technology

## The Results

### Monthly Cost Savings

With IP Flex installed, Diamond Organics saves \$1,500 per month just on long distance. “We achieve another \$300-\$400 savings per month on local and data charges. The bottom line is: we are getting a good deal,” said Hamilton.

### Convenience

Hamilton said it’s inconvenient to have different service providers and multiple bills each month. “I love the single monthly invoice from XO. The bill is clear and easy to read, and I know exactly what I’m spending each month for voice and data.”

### Personalized Service

Hamilton sought a new service provider partly because the previous one was unresponsive. That’s not the case now. “XO is a great organization, and our rep is one of the best,” said Hamilton. “He knows what he’s doing and responds to our needs.”

### Expansion Plans

Hamilton is so satisfied with IP Flex that he is planning to add more functionality by implementing IP Flex with PRI. This new package will provide Diamond Organics 20 Direct Inward Dial (DID) lines, offering greater convenience and flexibility in voice services.

*“XO IP Flex is the perfect solution for my business, and I recommend it whenever I’m speaking to other business owners.”*

JASCH HAMILTON

Founder and President

Diamond Organics, Inc.

[www.diamondorganics.com](http://www.diamondorganics.com)

## About XO Communications

XO Communications, a subsidiary of XO Holdings, Inc. (OTCBB: XOHO), is a leading nationwide provider of advanced broadband communications services and 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 offers customers a broad range of managed voice, data and IP services with proven performance, scalability and value in more than 75 metropolitan markets across the United States.



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