

case study



XOptions® Flex Fits Italian Belt Maker's Need for Fast, Low-Cost Communications

DORA

Dora Belts

Dora Belts, based in Robato, Italy, designs and manufactures private-label belts for some of the leading retailers in the United States. Its New York City office communicates with company headquarters in Italy and retail clients across the U.S. That means a lot of long distance phone calls and numerous e-mails, which often contain large files with product designs and images.

The Challenge

Improving Internet speed and finding the optimal mix of telecommunications services to reduce costs

Alex DeLeon, president of the United States division of Dora Belts, was dissatisfied with his DSL service. The limitations of the service prevented him from getting the reliable bandwidth he needed.

When trying to share product images and files with clients and headquarters, he often had to divide emails containing large attachments into 3 or 4 separate emails. Sometimes he had to send designs by fax instead.

Telephone bills were another issue. DeLeon's office had different carriers for local and long distance, and was paying up to \$.17 per minute for long distance calls to Italy. Costs added up quickly with frequent phone calls to designers, product managers, and clients.

DeLeon had heard about voice over Internet Protocol (VoIP) as a potential alternative and began to investigate a solution that would:

- Provide a faster and more reliable Internet connection, allowing his office to communicate more efficiently with clients and company headquarters
- Bundle data and voice services together into a single, simplified solution
- Reduce monthly telecommunications costs

The Solution

Replace existing DSL and analog phone service with XOptions Flex, an integrated business VoIP solution

In September 2005, DeLeon contacted XO Communications, his DSL provider, to ask about other possible solutions. Working with his account manager, he found the perfect solution in XOptions Flex.

highlights

Customer Challenge

- Increase reliability and performance of Internet communications
- Reduce monthly telecommunications costs
- Meet a short, 60 day conversion deadline

XO® Solution

- XOptions® Flex, an integrated business VoIP solution, which increased bandwidth and reduced monthly telecommunications costs by \$400
- Bundled local, long distance, calling features, and Internet access on a single T1 line
- The security and reliability of the XO national IP network



XOptions Flex included a dedicated T1 line for Internet access, which would provide greater bandwidth than DSL. While the advantages of the T1 line were clear, having five voice lines included on the T1 circuit made the solution that much more attractive to DeLeon.

"We've definitely saved money having telephones and Internet access all on a single T1 line," said DeLeon.

Other key features of the new system include:

- Ability to use existing telecommunications equipment already on premises
- Dynamic Bandwidth Allocation, which automatically increases data bandwidth when phone lines are idle
- Online Feature Management that allows DeLeon to manage voice and calling features
- Reliability and security of the XO national IP network and softswitch technology

The Results

Monthly Cost Savings

Moving Internet access, plus all telephone and fax lines to XOptions Flex, saves Dora Belts \$400 per month on telecommunications costs. The company now pays a much lower rate per minute for long distance calls to Italy. DeLeon said that other savings are realized because his increased ability to work over the Internet has reduced the number of trips he makes to Italy, eliminating travel costs.

Increased Performance

"When we send photos or designs by email we notice a big difference now. We no longer have to split a single email into multiple emails," DeLeon said. "Nor do we have to send designs by fax or messenger."

Increased Productivity

DeLeon said that his office is more productive now that XOptions Flex is installed. With the increased reliability of his Internet connection, DeLeon can stay in the office, save on travel, and view video archives on the Internet of fashion shows and other events important to his business.

Simplified Billing

Dora Belts now receives a single monthly invoice with a flat rate* for voice and data services. "It's easy to read and doesn't fluctuate much month to month," DeLeon said. "I don't have to figure out three different bills every month."

Excellent Service

DeLeon said that his account manager at XO Communications was very responsive and a pleasure to work with. "Many companies might look good on paper but it comes down to the people — and the people I worked with at XO made sure I was satisfied."



"We've definitely saved money having telephones and Internet access all on a single T1 line."

ALEX DELEON

President,
United States Division
Dora Belts
www.dora.it

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.

© Copyright XO 2006. All rights reserved. XO, the XO design logo, and XOptions are registered trademarks of XO Communications, Inc. All other trademarks are property of their respective owners.