

# case study



## Unlimited Long Distance Scores Hit with Music Distributor



### Midwest Music Distributors, Inc.

Headquartered in Eden Prairie, Minnesota, Midwest Music Distributors, Inc. has been providing music dealers around the country with music accessories and supplies for more than 55 years. Since the company conducts most of its business by phone and fax, reliable voice services are critical to business – from sales and marketing, to customer service and order processing.

#### The Challenge

**Find reliable, affordable voice services that will grow as the company grows**

“Many music stores in the United States are still paper-based and rather low tech,” said Jeff Alvord, President of Midwest Music. “Although some of the larger stores use technology, most of the smaller, independently owned stores use no computers or email.” What Midwest Music needed was a communications solution that could meet the needs of all its customers, regardless of the technology they used.

As a small, growing company, Midwest Music Distributors also needed a voice solution that could grow with the company. Alvord said that Midwest Music’s phone setup was limiting and that he believed it was important to migrate to an affordable solution that included T1 services. Unhappy with their previous provider, Alvord decided to shop around.

#### The Solution

**XOptions® Flex with digital trunks, a flat-rate bundled solution that delivers unlimited local, long distance, and inbound toll-free calling, plus high-speed Internet access**

When XO Communications introduced Alvord to XOptions Flex with digital trunks, he decided it was time to switch. Midwest Music Distributors migrated to T1 service; got unlimited local, long distance, and inbound toll-free calling; and high-speed Internet access for a fixed monthly fee. Additionally, XOptions Flex enabled Midwest Music to incorporate its own domain name into employees’ email addresses.

“While we weren’t aggressively looking for a different type of service,” said Alvord, “the XOptions Flex product offered some tremendous opportunities for us. It fit

#### highlights

##### Customer Challenge

- Find reliable, affordable voice services
- Incorporate T1 voice services
- Find a solution that can grow easily as the company grows

##### XO® Solution

- XOptions Flex with digital trunks, an integrated voice and data solution, using Internet protocol, that enabled the launch of a new marketing program, which previously would have cost \$500 per month
- Bundled local, long distance, inbound toll-free calling, and Internet access on a T1 line for a flat rate\*
- The security and reliability of the XO national IP network



well with our own marketing plan." Midwest Music was also able to use some of the long distance minutes included in the package to launch a new fax marketing program.

Key features of the XO solution:

- Local, long distance, inbound toll-free, and Internet access – from one vendor, on a single bill, for one flat rate\*
- Bundled T1 voice line
- The reliability and security of the XO award-winning national IP network and softswitch technology

## The Results

### New Opportunities

With all but 70 of the 7,000 music dealers in its market outside the local calling area, the large allowance of long distance minutes in the XOptions Flex package makes it easier for Midwest Music to pursue new marketing opportunities. The company now uses fax as a marketing tool. "We weren't doing that before because we couldn't afford it," said Alvord.

### Affordable, Consistent Costs

"Having a single carrier, with a single bill, and a fixed price is a huge benefit," said Alvord. "I estimate the 10,000 faxes we send each month would have cost about \$500 per month with our previous provider. But with XOptions Flex, we can extend our marketing reach significantly, without the additional costs."

### New Domain Name

Another benefit was the ability of XO to update email addresses company-wide. "On the email side," said Alvord, "we were able to go from a generic email address to an email address that includes our company domain name, which was a nice upgrade for us."

### Responsive Support Team

"Cutovers never go smoothly, said Alvord, a former telecom professional, "but overall, the XO cutover went well. We normally open for business at 10 a.m., and we were up and running at 10:10 a.m. I'd recommend XO to anyone. When issues came up," said Alvord, "XO provided good information quickly, so the issues could be resolved. That's important to me."



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#### JEFF ALVORD

President  
Midwest Music Distributors, Inc.

### 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.