

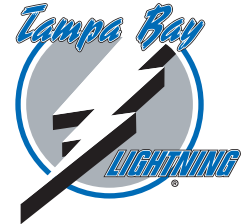
case study



Tampa Bay Lightning Scores with XO

Tampa Bay Lightning Hockey Club

The National Hockey League's Tampa Bay Lightning plays at the St. Pete Times Forum in Tampa, Florida. Also home to the Tampa Bay Storm of the Arena Football League, The Forum has emerged as a popular venue for concerts, sports, and other entertainment. Between day-to-day business operations and providing services for professional sports teams, media, performers, and promoters, The Forum generates big demand for telecommunication services.



The Challenge

Completely overhaul its complex, dated, and costly voice and data services to improve business operations and customer service

David Everett is Vice President of Telecommunications and Information Systems at the Tampa Bay Lightning Hockey Club. Everett said that when he joined the company in 1999, he was dropped into a telecommunications mess.

"Analog and digital lines were mixed in the same office," said Everett. "The facility had no outside connectivity to the Internet, and connectivity to a remote facility in Brandon, Florida, kept going down."

"There was so much disarray," said Everett. "We had no idea what services the teams and concerts needed. What's worse, we were paying about \$30,000 a month in telecommunications bills – some of it for services we didn't even need or use."

The Solution

A portfolio of high-quality, cost-effective local, long distance and data services from XO Communications

Everett began canceling or letting contracts expire with the previous service, replacing them with XO. The first service Everett obtained from XO was a T1 Internet connection. It provided a Virtual Private Network and access to a shared payroll application with the corporate office in Detroit.

Everett quickly added other services to The Forum as needed. Two more data T1s were installed, one serving as a reliable point-to-point connection to the team's practice facility in Brandon. Finally, Everett added four voice T1s with 152 lines and a long distance plan of 40,000 monthly minutes.

highlights

Customer Challenge

- Match voice and data services to the needs of teams, promoters, and the arena
- Add external Internet connectivity
- Reduce high monthly telecommunications bills

XO® Solution

- Three data T1s, including a VPN and point-to-point connectivity to a remote location
- Four voice T1s supporting 152 analog phone lines
- Significantly reduced monthly bills
- Responsive, dedicated XO service and support team



"The combined services enable us to accommodate online and telephone ticket sales," said Everett, "extend our VPN to provide all employees remote connectivity, and offer staff, performers, and promoters of concerts voice and data services when they come to the arena. Simply put, XO made our voice and data services better, less expensive, and easier to manage," said Everett.

The Results

Substantial Cost Savings

Everett said the Forum's telecommunications costs have been cut by more than half. They now average about \$11,000 per month, substantially less than the \$30,000 per month they were spending before using XO.

Excellent Quality of Service

"Our Internet T1s and point-to-point service to Brandon have been phenomenal," said Everett. "We've never lost service. In cases where we've had to call XO for support, the response has been exceptional."

Simpler Billing

Everett said he can access his monthly bill online and download it to a spreadsheet program for data analysis. "Plus it's very clear and easy to read and understand," said Everett.

Cleaner Solution

The Forum's previous services ran on copper lines; the XO T1 services run on fiber, providing what Everett calls a much "cleaner" solution.

Mutually Beneficial Partnership

XO Communications sponsors the arena's XO Club, which provides season tickets, food and beverages to members and fans. "It's the most popular club in our building," Everett said.

"Simply put, XO made our voice and data services better, less expensive, and easier to manage."

DAVID EVERETT

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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 or call 1.866.963.9696.