

Case Study



OneStar Communications

> **Integral Access System Enables Competitive Carrier to Cost Effectively Enter New Markets and Offer Bundled Voice, Data, and Internet Access**

Background

Founded in 1982, OneStar is an integrated communications provider, and one of the fastest growing, privately held telecommunications companies in the United States. The company's product portfolio includes a full range of local, long distance, high-speed data, and broadband services for commercial and residential customers. Headquartered in Evansville, Indiana, OneStar serves more than 100,000 customers across the United States.

Situation

Prior to working with Integral Access, OneStar's business strategy involved selling long distance and local services to Tier 2 and 3 markets nationwide. When OneStar approached Integral Access, they explained that they were interested in expanding their service offerings to their existing customer base to include web hosting and high speed internet access. Their expansion plans included finding a technology solution that would allow them to add both facilities based local voice and data services to their portfolio.

In order to offer new services, OneStar knew they needed to invest in additional technology. However, they were not sure whether they should invest in additional ATM equipment, or consider a convergence/migration solution, *By supporting all services on one network, the Integral Access system significantly reduces our capital and operational costs, while allowing us to offer multiple combinations of voice and data products to satisfy unique customer and market requirements.* which would include IP technology. During their review process, OneStar expressed that one of their objectives was to find a solution that would allow them to leverage their Class 4 national network investment. A second

objective was to find a solution that would offer them a way to control their migration path to a SoftSwitch network environment.

The Goals

OneStar identified the following goals for a partnership with Integral Access:

- Generate new revenue streams
- Decrease operational costs
- Leverage current network investment
- Find a migration solution

Recommendations

After assessing OneStar's objectives and requirements, Integral Access applied its PurePacket solution with IP/MPLS to provide increased efficiency as well as reduced cost and complexity. Since the use of MPLS in the PurePacket solution provides the guaranteed QoS and traffic engineering OneStar requires, the company can choose almost any backbone (ATM, Sonet, etc.) without worrying about interoperability complications.

Applied Solution

Integral Access PurePacketNode (an aggregation device), would be housed in OneStar's co-location facility and have DS1 feeding into the PurePacketOUTburst-SBs (integrated access devices) which would enable OneStar to provide the following services:

- Long distance PBX trunk services utilizing current C4 network
- VPN and high speed internet access
- Local voice services which would be linked to a SoftSwitch and/or a Class 5 Switch

Results

Integral Access PurePacket provided OneStar with a solution that accomplished all of their proposed objectives. Specifically, it has increased their operational efficiencies and reduced their network complexities and their overhead costs. Because they chose to implement the Integral Access (IP/MPLS) PurePacket solution, they are able to protect their investment in ATM, while providing a migration path to a next generation, IP-based solution.

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Profile

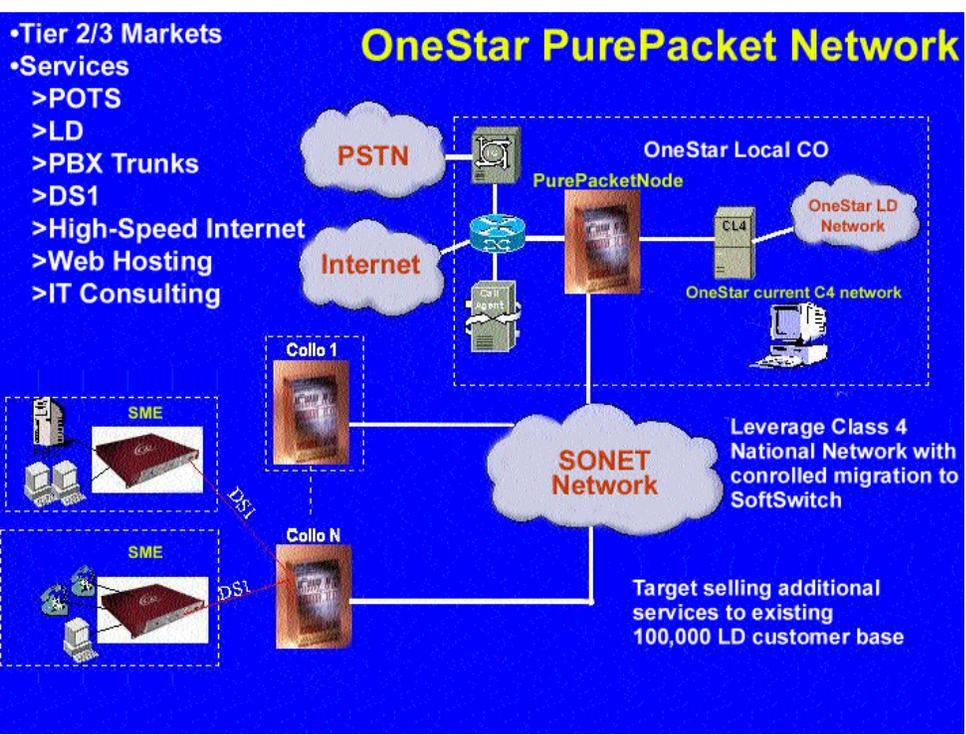
- **Type of Company**
Integrated Communications Provider
- **Founded**
1982
- **Location**
Headquarters: Evansville, Indiana • USA
- **Customer Base**
100,000
- **What They Wanted To Do**
Add both local voice and data services to their portfolio
- **What They Got**
 - More service offerings
 - Increased operational efficiencies
 - Reduced network complexities and overhead costs
- **Why They Chose Integral Access**
A convergence/migration solution, which includes IP technology to expand service offerings

More Details

OneStar leverages the operational efficiencies of the packet/MPLS-based PurePacket system to offer a comprehensive set of competitively priced communications services – including local calling, long distance calling, data services, and high speed Internet access – to business customers in its key markets.

"OneStar is a fast growing carrier that is leveraging new technology to profitably grow its business and expand its service portfolio," said Jack Cicon, President and CEO, Integral Access. "We are pleased that OneStar has selected PurePacket as the core building block for delivering integrated local access services and attacking new markets."

OneStar wanted to provide converged local access services including voice, data, and Internet access to business customers in tier two and tier three markets throughout the United States.



OneStar leverages the PurePacket platform's MGCP (Media Gateway Control Protocol) to support their Next Generation Network (NGN) SoftSwitch architecture. Utilizing a new SoftSwitch architecture, OneStar is able to deliver traditional local and long distance voice services, as well as new IP-based services.

By implementing the PurePacket solution, OneStar is able to offer next generation data services, while simultaneously supporting their traditional voice services architecture via a GR303 interface. The PurePacket solution will allow OneStar to smoothly transition their traditional voice network to a SoftSwitch architecture, or Next Generation network. Utilizing a new SoftSwitch architecture, OneStar will be able to deliver traditional local and long distance voice services, as well as new IP-based services.

An additional advantage of OneStar's deployment of the PurePacket solution is the ability to deliver PBX Interconnect and Internet services.

Why OneStar Chose Integral Access

OneStar selected the PurePacket platform for its ability to maximize the traffic carrying capacity of access networks, and to support a broad array of products with varying levels of Quality of Service. The PurePacket system, which utilizes Multi Protocol Label Switching (MPLS), enables OneStar to create a wide range of offerings, each with its own Service Level Agreement (SLA) that can be matched to individual customer requirements. Using PurePacket, OneStar can cost-effectively enter new markets and immediately provide local

calling, broadband data services, VPN, and Internet access services, in addition to its traditional long distance services.

"The PurePacket platform, with its very efficient and flexible IP architecture, enables us to profitably deliver a complete set of affordable communication services over a single phone line to business customers in our target markets," said Bill Stapleton, COO, OneStar Communications. By supporting all services on one network, the Integral Access system significantly reduces our capital and operational costs, while allowing us to offer multiple combinations of voice and data products to satisfy unique customer and market requirements."

About PurePacket and Integral Access

The PurePacket integrated access network system enables carriers to deliver all services over a single network using virtually any transport media including copper pairs, xDSL, leased lines, and fiber links. PurePacket™ is composed of PurePacketOUTburst™ customer premises Integrated Access Devices (IADs); PurePacketNode™ carrier network aggregation devices for central offices, co-locations, and

points of presence; PurePacket-Compact™ for small campus, in-building and low density applications; and the PurePacketOMS™ (Operations Management System) for network/element control and services management.

Integral Access, Inc. provides multi-service packet-based access systems that enable carriers to offer differentiated services and combine voice/data on next generation IP-based networks, as well as traditional circuit switched infrastructures. The company's products are deployed by carriers in North America and Europe.



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