

Case Study



Westelcom

Family of Companies

> **Integral Access System Enables ICP to Use MPLS to Meet Residential and Small Business Requirements**

Background

Westelcom is a diversified communications company headquartered in Plattsburgh, New York. As a division of Chazy & Westport Telephone Corporation, an independent telephone company in operation since 1905, Westelcom has expanded into competitive local service and long distance to complement its current offerings of Internet services, telecommunications, and information systems solutions to small and medium-sized businesses as well as large corporate enterprise networks.

Situation

Westelcom provides complete, easy-to-use Internet business solutions for small to medium-sized companies, including dial-up access, computer network solutions, and business telephone systems.

NOTE: Obtain this information from Ed Harper/Bob Fisher.

The Goals

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

- Find a convergence solution
- Leverage a platform which would allow Westelcom to offer bundled voice and data services

Recommendations

NOTE: Obtain this information from Ed Harper and Bob Fisher.

PurePacket would enable Westelcom to leverage Integral Access PurePacket platform to offer

bundled voice and data services. PurePacket™ would enable Westelcom to gain a competitive advantage by delivering multi-line integrated services package over a single link

Applied Solution

The PurePacket solution has enabled Westelcom to deliver truly integrated services that are very attractive to their customers, while providing them with an important market advantage, all without upgrading their existing infrastructure.

NOTE: Obtain additional information from Ed Harper and Bob Fisher.

Results

Westelcom is taking advantage of the PurePacket platform's ability to support integrated multi-line voice and broadband data services over a single DSL (Digital Subscriber Line) link to create unique service packages for business and residential customers in Plattsburgh, New York and neighboring communities.

The IP-based PurePacket system enables Westelcom to generate additional revenues from its existing facilities by delivering multiple phone lines and a high-speed Internet connection to the same customer over a single copper pair. By eliminating the need to install separate copper lines for each service, PurePacket also lowers communications costs for Westelcom's end customers.

Integral Access PurePacket solution allowed Westelcom to achieve all of their desired goals and objectives, and to deliver a variety of voice and data services in an affordable manner to

meet the needs of their small to medium size business customer base. The PurePacket solution has also provided Westelcom with a significant competitive advantage, by allowing them to offer and deliver services to their customers 4-6 weeks sooner. The other major benefit Westelcom derives from delivering services sooner than their competition, is access to an immediate and new revenue

▶ more ▶▶



Profile

- **Type of Company**
Diversified Communications Company
- **Founded**
1905
- **Location**
Plattsburgh, New York (USA)
- **Customer Base**
NOTE: Obtain this information from Ed/Bob F
- **What They Wanted To Do**
Generate additional revenues from their existing facilities by delivering multiple phone lines and a high-speed Internet connection to the same customer over a single copper pair.
- **What They Got**
 - More service offerings
 - Increased operational efficiencies by (XX %)
 - Reduced network complexities and overhead costs by (XX %)
- **Why They Chose Integral Access**
The PurePacket platform enabled Westelcom to deliver integrated services that are very attractive to their customers and gives them an important market advantage, all without upgrading our existing infrastructure.

stream. Customers of Westelcom also benefit from the PurePacket solution being deployed, as they can easily have new services delivered (eg. VPN, bursting bandwidth), by placing a phone call and having Westelcom immediately provision the new services remotely -- without a truck roll.

"From a service creation and service delivery standpoint the Integral Access PurePacket solution provides us with an important competitive edge, while allowing us to maximize revenue generation from our existing network resources." (says who?)

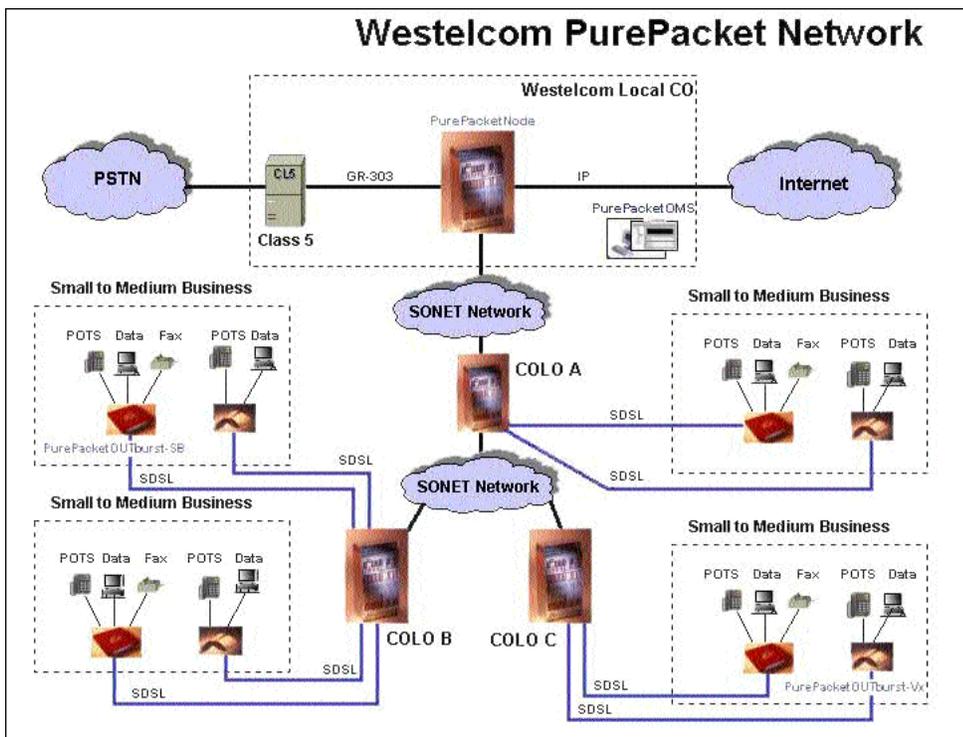
For example, Westelcom is planning to create a unique residential services bundle that includes a phone line, a 384 Kbps Internet connection, plus a free second phone line. Westelcom is able to offer this second phone line at no additional charge due to the operational efficiencies of the PurePacketOUTburst® Integrated Access Devices (IADs).

More Details

"We are seeing a number of forward looking carriers, like Westelcom, moving from a circuit- to a packet-based infrastructure to cost effectively deliver integrated services, and create differentiated product bundles," said Jack Cicon, president and CEO, Integral Access. "Westelcom is an excellent example of a carrier that is taking advantage of the bandwidth efficiencies and operational benefits of the PurePacket platform to create new offerings that provide immediate benefits for end-users, and open up big market opportunities.

"Why Westelcom Chose Integral Access

- The PurePacket solution provided Westelcom with a competitive edge, while allowing them to maximize revenue generation from their existing network resources.
- From a service creation and service delivery standpoint, the PurePacket solution allowed Westelcom to gain a competitive advantage by being able to deliver multi-line, integrated services packages via a single DSL (Digital Subscriber Line) link.



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- PurePacket enabled Westelcom to offer and cost effectively deliver unique and customized service packages (eg. voice and data) to business and residential customers.
- By incorporating the PurePacket solution into Westelcom's access network, they eliminated the need to install separate copper lines for each service, while also lowering their communications costs for Westelcom's end customers.

About PurePacket

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. It is the first and only 100 percent packet-based solution that uses an MPLS-based fabric to guarantee service level agreements. PurePacket™ is composed of PurePacketOUTburst™ customer premise Integrated Access Devices (IADs); PurePacketNode™ carrier network aggregation devices for central offices, co-locations, and points of presence; PurePacketCompact™ for multi-dwelling units (MDU); and the PurePacketOMS™ software 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 new 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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