



SUCCESS STORY



Knology, Inc.

Partnering with VeriSign for a Competitive Edge in the Communications Market

SOLUTION SUMMARY

Industry

- Telecommunications

Objective

- Enable a cost-effective communications infrastructure that drives growth

Solution

- VeriSign® Line Information Database (LIDB), VeriSign® Number Portability (NP) Service Order Administration (SOA) service, and SS7 connectivity.

Results

- VeriSign services transform number portability compliance into a competitive advantage.
- Knology was able to quickly and cost-effectively launch and provision value-added services.
- The enhanced infrastructure allows for network expansion while limiting capital investment.

+ Overview

As technology becomes increasingly complex, companies that provide simplicity and convenience have a distinct competitive advantage. When Knology was founded in 1994, broadband access was still considered an emerging technology. A high-growth company with an eye on the future, Knology was quick to perceive the consumer benefit of providing bundled high speed Internet, cable TV, and telephone service. The Knology value platform offers best-of-breed, value-priced, comprehensive communication services with a single point of contact and a single bill. The company's focus on strategic acquisitions, customer service, and leading edge technology has helped it to achieve the number one market position for bundled services in the Southeast.

To support its vision and aggressive growth strategy, Knology needed a partner with unmatched Signaling System 7 (SS7) capabilities and a platform that would enable the provisioning of customer-centric value added services. The company turned to VeriSign as an industry leader with a proven track record in telecommunications, Internet security, and e-commerce.

+ VeriSign® Communication Services

VeriSign services are supported by a world-class intelligent infrastructure, which processes billions of transactions every day. This intelligent infrastructure allows enterprises, telecommunications carriers, retailers, distributors, and manufacturers to develop new revenue streams from the ongoing revolution in commerce and communications cost-effectively, reliably and securely.



Where it all comes together.™



VeriSign offers Communications Service Providers with the infrastructure services, intelligence, and expertise to solve today's cost, compliance, and complexity challenges, and expand into new markets created by the convergence of voice and data. A world-class Internet protocol (IP) and Public Switched Telephone Network (PSTN) infrastructure combined with proven capabilities in telecommunications, commerce, and security make VeriSign the partner of choice for carriers worldwide. VeriSign operates the world's largest independent SS7 network, which supports over 50 percent of all cellular roaming traffic, processes 50 percent of all North American Short Messaging Service (SMS) messages, and powers billions of database look-ups per day, for such capabilities as Caller Name, Line Information, Do-Not-Call, and 8XX database services. Over 1,000 carriers and enterprises rely on VeriSign to provide the signaling and intelligent database services they need to enable standard and next-generation communications services.

+ Tools for Growth

Like all carriers, Knology needed to comply with NP regulations, which mandate that telecommunications companies allow customers to keep their telephone numbers when changing providers, and Knology wanted to offer subscribers the quickest and easiest NP process available. As Bruce Schoonover, Knology's director of Regulatory Affairs, puts it, "Every minute lost in the process gives a customer another chance to choose a different provider." Knology leveraged the VeriSign NP SOA service, which provides carriers with a single, secure Web interface with which to connect with all applicable Number Portability Administration Centers (NPACs). This solution dramatically simplifies order-entry and provisioning tasks, as carriers can avoid the time consuming process of maintaining individual connections with each NPAC. Schoonover says that the VeriSign NP SOA service delivers on the promise of speed and performance. "The VeriSign NP SOA process allows us to compete more effectively and efficiently because the tools are so easy to use," Schoonover says.

+ One Provider, Many Services

Just as Knology's customers appreciate the benefit of receiving many services from one provider, Knology appreciates being able to receive a variety of services from VeriSign. One such service is the VeriSign LIDB, which allows carriers to provide value-added services that allow subscribers to block select calls or validate account information. In addition, Knology purchased SS7 connectivity from VeriSign, to extend Knology's network coverage quickly and cost-effectively. As Felix Boccucci, vice president at Knology puts it, "The VeriSign SS7 solution was far less expensive than purchasing the hardware and software necessary for installing the switches." Boccucci says that VeriSign SS7 connectivity prices were lower than those of a Regional Bell Operating Company. Boccucci adds, "Attractive pricing is important, but VeriSign had the ability to successfully launch new customer services and demonstrated a proven track record of performance and reliability, which is critical to the sustained growth of our operations."



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+ Four-Star Service

Boccucci and Schoonover agree that VeriSign has consistently demonstrated exceptional customer service. Schoonover describes VeriSign support as “Excellent,” and he recalls a time when Knology was faced with the challenge of moving approximately 50,000 customers to a new switch. “We had been working feverishly for several nights,” says Schoonover. “At the eleventh hour we called VeriSign and requested several last minute changes. VeriSign rose to the occasion, ensuring that the changes were deployed and tested without impacting the timeline. This story typifies the level of service VeriSign has provided over the years.”

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