



SUCCESS STORY



SDN Communications

Creating a Powerful Consortium to Deliver Competitive Service

CUSTOMER PROFILE

Challenge

Create more long-distance options for customers by collaborating with other carriers

Solution

VeriSign Line Information Database (LIDB), Calling Name (CNAM), and Toll-Free Database services

Results

- SDN Communications is able to offer national CNAM services.
- Services are centralized with one provider, resulting in time and cost savings.
- VeriSign services have proven to be consistently reliable.
- VeriSign personnel are highly knowledgeable and provide top-tier customer service.

Despite the competitive nature of telecommunications, many carriers have found that collaboration can be one of the most effective offensives. Take the independent phone companies that do business in South Dakota. To better compete against the long-distance offerings of the large national carriers, they formed the South Dakota Network, which was incorporated in 1989 and now operates as SDN Communications. SDN Communications runs the state's most extensive fiber-optic network and, in addition to telephone service, provides broadband Internet service and video. The owners and staff of SDN Communications are all residents of South Dakota, which allows the company to better address the needs of its customer base.

To continue to provide competitive services, however, the company needed to partner with a service provider that was able to deliver offerings that matched those of the national carriers. For this reason, SDN Communications turned to VeriSign. In addition to providing critical infrastructure services for the Internet and telecommunications networks, VeriSign runs the largest private Signaling System 7 (SS7) network in the world and provides telecommunications carriers with a full spectrum of tools and services that enable full-featured, secure, reliable communications. VeriSign operates Intelligent Communications, Commerce, and Content services that enable carriers to rapidly provision new revenue-generating services while mitigating today's cost, complexity, and security challenges.



Where it all comes together.™



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"VeriSign is a valued partner that has been instrumental to our success."

Mark Shlanta
CEO,
SDN Communications

+ Nationwide Access

SDN Communications began by deploying VeriSign® Calling Name (CNAM) database services, which allow carriers to offer such services as Caller ID. VeriSign operates the largest independent CNAM database in the country, which stores over 21 million names. The database is accessible nationwide and is compatible with a wide variety of networks for quick, seamless delivery to subscribers. "For CNAM access, we initially tried working with a few local providers," said Chuck Fejfar, senior manager of Network Operations at SDN Communications. "But that wasn't feasible because they offered limited regional databases. VeriSign seemed to offer the best fit, since they could provide a national database."

+ A One-Stop Shop

After the successful implementation of its CNAM database, SDN Communications went on to leverage VeriSign® Line Information Database (LIDB) services. LIDB stores valuable information about each call made on a carrier's network, and carriers can sell this information to other partners for increased revenue. Carriers can update a VeriSign LIDB via a simple, secure Web interface or via File Transfer Protocol (FTP). VeriSign performs daily backups and regular audits to ensure data accuracy. SDN Communications also took advantage of VeriSign® Toll-Free Database services, which allow carriers to provide access to 800, 888, and other toll-free numbers to subscribers. VeriSign provides carriers with a complete database, so they do not have to maintain relationships with multiple providers for toll-free access.

Fejfar appreciates that he can come to VeriSign for all of these services. "One of VeriSign's most significant benefits is centralized access," he said. "Because we have over 20 members, the more we can consolidate our outsourced services, the better." Another benefit to purchasing all of these services from VeriSign, says Fejfar, is competitive pricing of services. "Of course," says Fejfar, "like any valued partnership, the more we expand our overall relationship with VeriSign, the more competitive the pricing is." However, he says that the most valuable aspect of VeriSign's services is their reliability. "Overall, the relationship has met our expectation. With every service we've rolled out, we have been very pleased with the technical capabilities and service from VeriSign. If there are any issues, they're resolved in a very timely and accurate manner. Almost every service we've launched has been executed properly the first time." Fejfar also said that SDN Communications will soon migrate more of its services to VeriSign.

+ A Trusted Partner

Fejfar is also impressed with the quality of VeriSign's customer service. "We expected VeriSign to be consummate professionals, and VeriSign has definitely come through."

Mark Shlanta, CEO of SDN Communications, agrees. "VeriSign is on the cutting-edge. When VeriSign sits down with us, I know that they bring the most current and critical information to the table, and I know that their recommendations come from years of experience working with the top players."

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