



CASE STUDY



Airadigm Communications, Inc.  
A New Wireless Provider Quickly Launches a  
Robust Offering of Telecommunications Services



Where it all comes together.™

# Making Wireless Simple and Affordable for Everyone

## CUSTOMER PROFILE

### Industry

Telecom

### Challenge

Quickly establish a robust offering of wireless connectivity and signaling services

### Solution

VeriSign® Connectivity and Interoperability Services  
VeriSign® Number Portability Services

### Results

- Reduced operating costs
- Compliance with mandated marketplace and regulatory requirements
- Reliable delivery of robust wireless connectivity and signaling services to Airadigm's customers

*"I'm extremely comfortable with VeriSign as a long-term partner—it is obviously very stable and visibly gaining in strength across wireless marketplaces. I am excited to see its expansion of services that are critical for wireless carriers such as Airadigm, and I feel very well supported."*

Greg Selig  
General Manager,  
Airadigm Communications, Inc.

Wisconsin-based Airadigm Communications is the provider of Einstein PCS and Airadigm Wireless Business Solutions to thousands of regional customers. With a goal of making wireless communications simple and affordable for everyone, painstaking attention has been paid to each component involved in delivering wireless services to its targeted marketplaces.

Greg Selig, general manager of Airadigm Communications, recounts some of the company's early challenges, "Ten years ago, Airadigm was a new wireless provider trying to launch coverage across Wisconsin, and we needed to quickly establish a robust offering of connectivity and signaling services."

Selig continues, "We just didn't have the time or ability to deploy connectivity and signaling to all of the areas that needed to support phone calls. It was imperative that we found a way to accomplish this swiftly, so I knew that we had to identify a partner that already had a reliable and cost-effective infrastructure in place."

Following conversations with multiple providers, Airadigm received proposals and made a final decision within four weeks. Selig says, "At the conclusion of the analysis we felt that the VeriSign solution was the best match against our requirements. The VeriSign team was very responsive and we received the best answers from it, which gave us great confidence we were making the right decision."

## + The VeriSign Solution

VeriSign provided a solution that leverages VeriSign® Connectivity and Interoperability Services and VeriSign® Number Portability Services to help speed the launch of Airadigm's robust offering of telecommunications services.

### VeriSign® Connectivity and Interoperability Services

- VeriSign® Cellular Switch and Transport
- VeriSign® Intelligent Network Infrastructure for SS7
- VeriSign® ISUP Trunk Signaling
- VeriSign® SS7 Connectivity
- VeriSign® Wireless Data Roaming and Exchange Services
- VeriSign® GPRS Roaming and Exchange (GRX) Service

### VeriSign® Number Portability Services

- VeriSign® Line Ownership Validation Service
- VeriSign® Local Number Portability

Selig recalls, "Of course, as soon as a switch is installed everyone is eager to start generating revenue: We did have an aggressive time frame and VeriSign was fully supportive of our business requirements throughout this period—being able to get us operational with the VeriSign Cellular Switch and Transport solution extremely quickly."



## A Robust Signaling and Connectivity Foundation

VeriSign operates intelligent infrastructure that supports a growing number of interactions across voice and data networks. VeriSign runs the largest independent Signaling System 7 (SS7) network in North America, which offers a distributed architecture with over 300 points of interconnection. VeriSign ISUP Trunk Signaling leverages the VeriSign SS7 Connectivity solution to increase capacity for voice and data traffic, which directly translates into enhanced revenue opportunities without the need for additional network build-outs. By using VeriSign as the single point of interconnection, optimal routing and call set-up is ensured, providing Airadigm's customers with virtually instant connections and access to a wide selection of network services.

Selig says, "Our first implementation of ISUP (ISDN user part) services, which defines the protocol and procedures used to manage trunk circuits for voice and data calls, was obviously very significant for us. VeriSign made the whole process look so easy. The time frame from order placement to signaling being active was approximately 10 weeks, which is very fast for a new service. VeriSign took complete control of the project, expedited its completion and just made everything progress very smoothly."

When considering the outsourcing of core services, one of the main issues is economy of size. Airadigm operates a single-switch platform, with a single switching center—so the justification of tying up a significant amount of capital in a dedicated facility was inconsistent with the financial goals of the company. Selig says, "When you take into consideration startup and ongoing costs, the creation of your own signaling relationship with local exchanges, and having to maintain individual entries in nationwide repositories such as the local number portability (LNP) database, the overhead becomes considerable. So partnering with VeriSign for added-value services and being able to rely on its experiences in having already implemented these interfaces and linkages was exactly what we were looking for."

Selig recalls additional benefits derived from the VeriSign partnership. "By ensuring that we had such a robust signaling and connectivity foundation," he says, "we have been able to quickly and confidently add additional services to our portfolio. We were able to ask many questions throughout the process and educate ourselves better as we engaged in the design and implementation of each new service."

Airadigm also benefits from the deployment of the VeriSign Line Ownership Validation Service—a key component of the VeriSign Number Portability Services suite of products. Automatic validation of telephone number port requests, and an easy-to-use graphical user interface (GUI)-driven process, significantly improves subscriber retention and enhances productivity and service delivery.

Earlier this year Airadigm implemented global packet radio service (GPRS) roaming using the VeriSign GPRS Roaming and Exchange (GRX) Service to provide a secure and scalable connection for subscribers between networks and to facilitate mobile data service roaming across Global System for Mobile Communications (GSM) domains. This provides the ability to access GPRS roaming partners through a single connection to the



VeriSign GRX Service and receive excellent service quality and performance as well as multiple connectivity options.

Selig says, “One of the big benefits is that the VeriSign GPRS solution enables Airadigm to maintain uniform subscriber functionality across all of our roaming partners. This means that with VeriSign in the middle we can make sure that wherever our subscribers roam across the United States they still get the same services. This is not a set of relationships that I would realistically be able to maintain directly myself—it’s just too labor intensive to keep all of our roaming partners connected and managed correctly. VeriSign takes care of all of this for us.”

## Reduced Operating Costs

“On top of the ease of implementation and reduction in complexity, using VeriSign services definitely lowers my operating costs. My advice to anybody considering similar implementations is to look at VeriSign very seriously because of their responsiveness and our positive experiences with them operationally,” Selig says.

The wide diversity of VeriSign clients necessitates the perpetual refinement of services and solutions to support regulatory and marketplace demands. Selig explains the advantage, “I benefit from the leadership VeriSign provides in the wireless and wireless GSM marketplaces—VeriSign normally is one of the first to deal with market-driven and mandated regulatory issues. It’s great that it has typically already developed a solution and operational expertise before I need to take action.”

## The Results

The VeriSign solution provides:

- Reduced operating costs
- Compliance with mandated marketplace and regulatory requirements
- Reliable delivery of robust wireless connectivity and signaling services to Airadigm’s customers

Selig says, “I’m extremely comfortable with VeriSign as a long-term partner—it is obviously very stable, and visibly gaining in strength across wireless marketplaces. I am excited to see its expansion of services that are critical for wireless carriers such as Airadigm, and I feel very well supported.”

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