



## SUCCESS STORY



# Cincinnati Bell

### CUSTOMER PROFILE

#### Challenge

*Build reliable, competitively priced services into an established network.*

#### Solution

VeriSign's Local Number Portability (LNP) Service, Toll-Free Database Service, GSM 911 Service, and SmartPay for pre-paid wireless billing.

#### Results

- VeriSign's services are highly reliable.
- VeriSign's services are extremely cost-effective.
- VeriSign personnel provides exceptional customer service.

### + Providing Expanded Services to Thousands of Subscribers throughout Ohio, Kentucky, and Indiana

Over a hundred years ago, the City and Suburban Telegraph Company was founded, providing the first telegraph lines in Cincinnati. In later years, after shifting its focus to telephone service, the company changed its name to Cincinnati Bell. Today, as a Regional Bell Operating Company (RBOC) with sales of over \$2 billion last year, Cincinnati Bell has a footprint of over 2,400 square miles across Ohio, Kentucky, and Indiana.

To cover this vast area, Cincinnati Bell had built an extensive network, and to further expand its network capabilities, the carrier purchased key services from select providers when it was prohibitively expensive to develop these services in-house. For this reason, Cincinnati Bell turned to VeriSign, Inc., which 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. VeriSign runs the largest private Signaling System 7 (SS7) network in the world and offers a comprehensive selection of services to top-tier carriers.

### + A Valued Provider

Cincinnati Bell began partnering with VeriSign several years ago, when the companies established connection points between their SS7 networks. Cincinnati Bell began accessing VeriSign's service order activation (SOA) system for providing local number portability (LNP). John Howison, support specialist with Cincinnati Bell, said the company is extremely pleased with this service. "VeriSign's LNP service has worked seamlessly since



Where it all comes together.™



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*"We have been extremely satisfied with VeriSign's services, and when we explore new services, VeriSign will be the first to bid on them."*

John Howison  
Support Specialist  
Cincinnati Bell

we implemented it," said Howison. "It's also fairly inexpensive, since we can access VeriSign's SOA over the Internet; we didn't need to put in any special connections."

At that time, Cincinnati Bell had been relying on another RBOC for toll-free database service, but the service was hampered by multiple outages. Howison said his department sought to improve service, and after comparing the offerings from a selection of vendors, he selected VeriSign's toll-free service.

The VeriSign® Toll-Free Database service gives subscribers access to every 800 number in the United States and Canada, unlike services that provide only regional offerings. Howison said that he was initially drawn to VeriSign's service because of its competitive pricing, but that after implementing the services he was impressed by their reliability. VeriSign's databases are backed up on multiple, fully redundant servers stored in military-grade facilities for continuous, failsafe operations. "Many companies seem to value price over network reliability," Howison explained. "But network reliability is equally important. When a subscriber calls for the number of the Home Shopping Network, the call needs to go through; because once that network goes down, and you disappoint a customer, you are going to spend a lot more money making sure that your customer has a reliable service."

Howison says that network reliability extends beyond the proper functioning of the hardware. "Our previous toll-free vendor made a clerical error that nearly disconnected our service, and I found out about it purely by accident," Howison said. "We don't like surprises, or at least the unpleasant kind." He also mentioned that with the previous vendor Cincinnati Bell experienced a number of billing errors. "We haven't experienced any of those types of problems with VeriSign," Howison said.

Howison appreciates the level of expertise demonstrated by the VeriSign staff. "VeriSign goes the extra mile to make sure we get what we need in a timely manner," Howison said. "VeriSign personnel are knowledgeable and very easy to work with. One administrator made a special effort to make sure we were happy with the network configuration."

Howison feels that VeriSign's toll-free database service was a wise investment. "With the competitive cost of the toll-free service and the reduced downtime, I was able to save Cincinnati Bell a lot of money," Howison said.

Howison also said that because VeriSign offers a whole spectrum of services, Cincinnati Bell will be looking to VeriSign for future services as the carrier grows.

**Visit us at [www.VeriSign.com](http://www.VeriSign.com) for more information.**