



SUCCESS STORY



Choice One Communications

CUSTOMER PROFILE

Challenge

Extend an SS7 network to provide wider service with more diverse features.

Solution

Connectivity with VeriSign's SS7 network, and implementation of signaling and database services.

Results

- VeriSign consultants provided expert advice resulting in improved network quality and reduced costs.
- VeriSign's SS7 network serves to virtually extend the Choice One Communications network and connect it with the "rest of the world."

+ Extending the Reach And Capabilities of an SS7 Network

When Choice One Communications (CWON) was founded in 1998, the company had a daunting task ahead—construct a state-of-the-art telecommunications network capable of providing voice and data telecommunications services. Choice One Communications needed a Signaling System 7 (SS7) network to provide the underlying signaling and services for its voice network. Speed-to-market and cost-efficiency were critical, so Choice One Communications turned to VeriSign, Inc., which operates the largest private SS7 network in the world. In addition to this connectivity, 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. By initially outsourcing its SS7 network to VeriSign, Choice One Communications was able to deploy its SS7 network quickly and make the most of its investment.

According to Jim Weidman, Choice One Communication's senior director of engineering, "We needed to devote our time and energy to building the switching and voice network necessary to provide services to end-user clients rather than taking the time to initially develop our own signaling network. VeriSign had the infrastructure to meet all of our signaling needs and get us up and running quickly. They are truly a one-stop shop." Soon, Choice One Communications became large enough to deploy its own SS7 network and acquired a pair of signaling transfer points (STPs). The company began to migrate most of



Where it all comes together.™



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- VeriSign's SS7 network is highly reliable and secure.
- Reliable, robust database services provide Choice One Communications customers with great services and revenue opportunities.
- VeriSign's helpful, expert staff aided Choice One Communications in the quick build-out of their network.

"Many companies specialize in select portions of the telecommunications business, but VeriSign is one company that can do everything."

Jim Weidman
Senior Director of Engineering,
Choice One Communications

its signaling services onto its own SS7 network, but Choice One Communications still relied on VeriSign's SS7 network for a wider footprint and a more comprehensive selection of features. From that point on, Choice One Communications and VeriSign entered into an ongoing partnership.

+ VeriSign's Network Capabilities

Aside from being the largest private SS7 network in the world, VeriSign's SS7 network provides the widest selection of database services to meet carriers' diverse needs. In addition to SS7 connectivity, VeriSign was able to provide Calling Name, Toll-Free services, and Local Number Portability—one of the most critical components of competitive telecommunications. Weidman especially appreciates the reliability, redundancy, and availability of VeriSign's SS7 network, which has direct access to all local access and transport areas of the Regional Bell Operating Companies (RBOCs) and other major carriers, and is protected by multiple military-grade data centers. Weidman stated that he is very impressed with VeriSign's monitoring capabilities, which provide up-to-the-minute, highly granular intelligence about network activity.

VeriSign's extensive network and variety of services allows the company to provide most of its services over its own network, minimizing the connections with other providers. This gives Weidman a high level of comfort, knowing that VeriSign has control over the services it provides to Choice One Communications. "VeriSign provides such a variety of in-house services," said Weidman, "and it's helpful that VeriSign continues to explore services that will benefit us specifically."

+ A Capable Partner

One of the key elements in the partnership between VeriSign and Choice One Communications is the level of expertise that VeriSign brings to the table. "VeriSign has an outstanding technical staff," says Weidman. "When I met with VeriSign to discuss our strategy to move the signaling on to our network, VeriSign managers from different departments got together to work with us on every last detail. They were very critical, and very helpful." Also, VeriSign staff had the experience to get Choice One Communications off the ground quickly when it came to building out the network. "We set expectations and dates, and we would not have made those dates if it weren't for VeriSign." Most importantly, VeriSign staff repeatedly made recommendations that improved quality and reduced costs. "VeriSign helped us with the network optimization and cost savings that we needed to help improve our profitability," said Weidman. For example, Choice One Communications is working with VeriSign to rearrange network connections for optimal growth and more efficient use of resources.

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