



## CUSTOMER PROFILE:

**Challenge:** Comply with CALEA regulations without building proprietary infrastructure, and expand the company's service offerings quickly and inexpensively.

**Solution:** VeriSign's NetDiscovery service for CALEA compliance, as well as a selection of other VeriSign services including TeleBlock and Calling Name database services, and SS7 signaling.

### Results:

- VeriSign provides stable, proven infrastructure services
- VeriSign's range of reliable services simplifies outsourcing for Cox
- VeriSign's services are highly cost-effective and reliable
- VeriSign staff is helpful, knowledgeable and experienced

## Cox Communications

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- + Complying with CALEA regulations in a cost-effective manner, while expanding services

Long before the word "multimedia" became a household term, Cox Enterprises had assets that spanned print journalism, radio, and television. James M. Cox, Ohio's first three-term governor and a presidential candidate, founded the company in 1898, and in 1962 Cox Communications was formed to focus on cable TV. Cox Communications has since expanded into broadband Internet and digital telephone service, and today the organization has grown into a Fortune 500 company with annual sales of over \$5 billion at the start of 2003. When Cox Communications broke into telecommunications in the late nineties, the company decided that building an SS7 network would be prohibitively expensive, so Cox Communications needed to outsource network connectivity from a service provider. But the company needed to find a highly reliable service provider, and one that could offer a full spectrum of telecommunications services. For those reasons, Cox Communications chose to partner with VeriSign, Inc.

- + A Solid, Dependable Network

VeriSign provides critical infrastructure services that make the Internet and telecommunications networks more intelligent, reliable and secure. They also run the largest private SS7 network in the World. The network is continuously monitored, allowing VeriSign to immediately switch routes in response to network conditions, which keeps carriers up and running. "VeriSign's SS7 network is top-notch," says Bill Dame, Director of Network Switch Engineering at Cox Communications. "VeriSign's network is built with highly redundant back-ups, anticipating any potential problems." Dame says that when he thinks "SS7," he thinks "VeriSign." But he soon learned that VeriSign also provides a full spectrum of other tools and services aimed at top-tier carriers.

- + An Important Discovery

One of the challenges carriers faced in the late nineties was complying with the Communications Assistance for Law Enforcement Act of 1994 (CALEA), which requires carriers to assist Law Enforcement Agencies (LEAs) in authorized surveillance. To comply, carriers often have to purchase dedicated hardware and are called upon to maintain communications with a variety of LEAs. Cox Communications used VeriSign's NetDiscovery service, which greatly streamlines the CALEA compliance requirements and eliminates the need to purchase costly equipment. Dame said that using VeriSign's NetDiscovery service was an easy choice. "If we had purchased a CALEA server, installed it, gathered the resources to operate it and get it set up, it would have cost us a huge amount of money, and we might not have even made the deadline to roll it out," says Dame. "We came to the decision fairly quickly to farm it out, and it was a no-brainer to go with VeriSign for these services."



## + A Knowledgeable Partner

Dame says that he greatly appreciates the level of expertise demonstrated by VeriSign staff. "I have been in the business for 31 years and I have always dealt with VeriSign," says Dame. "I feel a sense of confidence when I work with VeriSign, because their people are extremely knowledgeable." Dame says that he thinks of VeriSign as a partner rather than simply a provider of services. "VeriSign has always been there to work with us," says Dame, "so we have agreed to participate in a number of VeriSign's testing projects."

## + A Variety of Services

Cox Communications also employs VeriSign's TeleBlock services, which allow carriers to help telemarketers avoid calling numbers on Do Not Call lists, as well as VeriSign's Calling Name (CNAM) database services, which allow carriers to provide their subscribers with caller ID and similar features.

Dame says that one prime benefit of all of VeriSign's offerings is reliability. "We really haven't had any problems with any of VeriSign's services," says Dame, "And that is significant." Because of the breadth and reliability of VeriSign's services, Dame considers VeriSign to be "an overall strong value proposition." In the near future, with VeriSign's help, Cox Communications plans to accelerate the development of the company's Voice over Internet Protocol (VoIP) initiatives.

"VeriSign provided its services in a very prompt, professional manner, and at a price we could afford. Those are the signs of a tremendously important business relationship."

– Bill Dame,  
*Director of Network Switch Engineering,  
Cox Communications*

