



## SUCCESS STORY



# Knology, Inc.

### CUSTOMER PROFILE

#### Challenge

Expand product and service offerings while improving customer service and pricing

#### Solution

VeriSign's Line Information Database (LIDB) and Number Portability (NP) Service Order Administration services, as well as SS7 Connectivity

#### Results

- VeriSign's services are extremely cost-effective.
- VeriSign offers a range of services from a single provider.
- VeriSign's services are highly reliable.
- VeriSign's support staff provides exceptional customer service, 24/7.

### + Combining Telecommunications Services into Competitively Priced Bundles

Broadband Internet is slowly coming to the mass market, but the technology is not nearly as prevalent as telephone service, or even cable TV. This could be because consumers have to make many decisions when they shop for broadband service, and many have trouble deciding where to begin. To capture these customers, Knology offers broadband Internet, cable TV, and telephone service as part of the same bundle. Knology is not the only company to offer multiple services, but it was one of the first; in 1994, when the company was founded, the idea was revolutionary. Since then, Knology merged with Interstate and Valley Telephone Company, an established provider that has been offering phone service in Georgia and Alabama for over a hundred years. Today, in addition to Georgia and Alabama, Knology provides bundled telecommunications services to cities in Florida, Tennessee, and South Carolina.

To support this expansion, Knology wanted to partner with a telecommunications provider with unmatched Signaling System 7 (SS7) capabilities, and one that could offer a competitive variety of services that the company could resell to subscribers. For these reasons, Knology turned to VeriSign, Inc. In addition to providing industry-proven infrastructure and security services for the Internet, VeriSign runs the largest private SS7 network in the world, and provides telecommunications carriers with a full spectrum of solutions in order to enable full-featured, secure, reliable communications. VeriSign operates



Where it all comes together.™



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*"Our expectations are set to very high standards, and VeriSign has exceeded those standards."*

Felix Boccucci  
Vice President  
Knology, Inc.

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.

### + Tools for Growth

Like all carriers, Knology needed to comply with the recent regulations regarding Number Portability (NP), which mandates that customers can keep their telephone numbers when changing providers. However, Knology was also interested in offering subscribers the quickest and easiest number-portability process available. As Bruce Schoonover, Knology's director of regulatory affairs, puts it, "Every minute lost in the process gives a customer another chance to choose a different provider." For this reason, Knology leveraged VeriSign's Number Portability (NP) Service Order Administration (SOA) services, which provide carriers with a single, secure Web interface with which to connect with all applicable Number Portability Administration Centers (NPACs). This greatly simplifies order-entry and provisioning tasks, since carriers can avoid the time-consuming process of maintaining individual connections with each NPAC. Schoonover says that VeriSign's NP/SOA services are extremely effective. "VeriSign's SOA process allows us to compete more effectively and efficiently because the tools are so easy to use," Schoonover says.

### + One Provider, Many Services

Just as Knology's customers appreciate the benefit of receiving many services from the same provider, Knology also appreciates being able to receive a variety of services from VeriSign. Knology used VeriSign's Line Information Database (LIDB) services, which allow carriers to provide services to subscribers for blocking select calls or validating account information.

In addition, Knology purchased SS7 connectivity from VeriSign to extend Knology's network coverage. Felix Boccucci, vice president at Knology, felt that this was a very wise investment. "Soliciting VeriSign's SS7 services was far less expensive than purchasing the hardware and software necessary for installing the switches," Boccucci says. He added that VeriSign's prices for SS7 connectivity were lower than those of a Regional Bell Operating Center (RBOC) that Knology was using previously, and that, in general, Knology considers all of VeriSign's services to be competitively priced. Schoonover stated that in addition to attractive pricing, VeriSign's services are valuable because of their reliability. "With all of VeriSign's services it has been a very smooth ride."

### + Four-Star Service

Boccucci and Schoonover agree that VeriSign has consistently demonstrated exceptional customer service. Schoonover describes VeriSign's level of support as "Excellent," and he recalls a time when Knology was faced with the challenge of moving approximately 50,000 customers to a new switch. "We had been working feverishly for several nights," says Schoonover. "At the eleventh hour we called VeriSign and asked for some last-minute changes, and VeriSign had no problem with that; they took special pains to implement the change. This story typifies the level of service VeriSign has provided over the years."

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