



SUCCESS STORY



McLeodUSA

CUSTOMER PROFILE

Challenge

Expand offerings while focusing resources on customer service

Solution

Connectivity with VeriSign's SS7 network, as well as a VeriSign's Line Information Database (LIDB), Toll-Free Database services, and services for Local Number Portability (LNP)

Results

- One partnership to provide a range of services
- Highly reliable services
- Quality of customer service from VeriSign

+ Extending the Reach and Capabilities of an SS7 Network

Today, subscribers have the luxury to choose among a variety of carriers, each with competitive services and prices, so telecommunications providers must constantly strive to differentiate their offerings. And since subscribers are now free to port their wireline and wireless phone numbers to any provider, carriers must keep a close eye on their customers to try to minimize churn. Experienced carriers know that communication is at the heart of any telecommunications service—not only between subscribers and their calling parties, but also between subscribers and their provider. For that reason, McLeodUSA Incorporated (Nasdaq: MCLD), one of the nation's largest independent, competitive telecommunications services providers, puts a strong emphasis on customer service in addition to offering competitive products.

To support this strategy, however, McLeodUSA needed to partner with a telecommunications provider for key infrastructure services, so that McLeodUSA personnel could focus on serving the customer. McLeodUSA needed to partner with a provider that could offer unmatched Signaling System 7 (SS7) capabilities, and one that could provide top-tier services. For these reasons, McLeodUSA partnered with 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 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.



Where it all comes together.™



SUCCESS STORY

"We're always working together with VeriSign to ensure our success."

Chad Hoffstetter
Senior Manager of Voice
Network Engineering
McLeodUSA

+ A Far-Reaching Network with Expanded Capabilities

VeriSign's SS7 network has direct access to all of the local access and transport areas of the Regional Bell Operating Companies (RBOCs) and major Incumbent Local Exchange Carriers (ILECs). In addition, VeriSign continuously monitors the network and can quickly switch routes as needed to keep carriers up and running. Chad Hoffstetter, senior manager of Voice Network Engineering, says that VeriSign's network was instrumental to McLeodUSA's growth. "Connecting with VeriSign's SS7 network was one of our most important moves as the company expanded," Hoffstetter explains. "VeriSign has done a great job handling our diverse signaling requirements, and it was impressive how quickly we could get connectivity established."

More importantly, this expansion took place without requiring heavy participation from McLeodUSA personnel, so the company could reserve its resources for customer service. "From a business perspective, it made sense for VeriSign to interconnect our trunking names with the local exchange carriers and the other carriers," Hoffstetter says. "We didn't have to invest time, energy, and expense to put our own facilities in place for interconnection with our own signaling transfer pairs (STPs)." Hoffstetter especially appreciates the reliability of VeriSign's network. "We never have to think about it—and that's a good thing."

+ A One-Stop Shop

Hoffstetter appreciates the comprehensive portfolio of services that VeriSign offers, as well as the competitive pricing. "For each of the company's services, VeriSign has consistently been priced within reason for what we expect our network to bear," says Hoffstetter. McLeodUSA leveraged the VeriSign® Number Portability (NP) services, which provide carriers with a single, secure Web interface with which to connect to 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.

McLeodUSA turned to VeriSign for database services as well. VeriSign's Toll-Free Database service gives subscribers access to every 800 number in the United States and Canada, unlike some services that provide only regional offerings. McLeodUSA also took advantage of VeriSign's Line Information Database (LIDB) services, which allow carriers to provide services to subscribers for blocking select calls or validating account information. VeriSign's databases are highly secure since they are backed up on multiple, fully redundant servers stored in military-grade facilities for continuous failsafe operations.

+ A Trusted Partner

Hoffstetter says that he thinks of VeriSign as a true partner rather than simply a provider of services. "We've established a great working relationship with VeriSign," says Hoffstetter, "and that differentiates VeriSign from many of the other providers we work with. We've been building the relationship over the past 10 years, and it's grown to be very strong." Hoffstetter says that McLeodUSA maintains continued discussions with VeriSign, with an eye towards expanding service offerings.

Visit us at www.Verisign.com for more information.

©2004 VeriSign, Inc. All rights reserved. VeriSign, the VeriSign logo, "Where it all comes together," and other trademarks, service marks, and designs are registered or unregistered trademarks of VeriSign and its subsidiaries in the United States and in foreign countries. All other marks are trademarks of their respective owners.

00017571