

XO Communications

- Situation** XO Communications is a national telecommunications company providing businesses with a one-stop solution for local, long distance, multi-line, call routing, messaging and Internet service needs. XO is a leader in IP telephony and was launching a new suite of products in the rapidly expanding VoIP market. To convey the innovation and quality of its technology and solutions to its audiences, XO turned to The Design Channel.
- Solution** Based on the experience and momentum XO had with VoIP, we recommended that the company take a “thought leadership” position in its marketing. We created a “VoIP Learning Center” on the XO website as well as campaigns that drove prospects to landing pages for valuable information. Our positioning was based on a simple but compelling message to business owners—“We’re making VoIP easy to understand and appreciate, so you can choose our solutions with confidence.”
- Our work also highlighted the fact that customers could upgrade their current systems to VoIP without any upfront investment, realize bottom-line savings, simplify their telephony with one vendor, gain greater system flexibility and benefit from XO’s proven reliability.
- We created the tagline “Join the XO Evolution” which anchored an integrated campaign that included direct mail, print, landing pages, collateral and on-demand webcasts. Messaging focused on “evolving” and advancing business communications through imagery and case studies of business owners who made the switch to VoIP.
- Result** Our branding work was well-received and has since been applied to other product offerings from XO. A lead generation program was instrumental in sourcing many leads for the XO sales team; in addition, the webcast series and a “VoIP for Dummies” book offering were successes in reinforcing XO’s position as an industry leader.

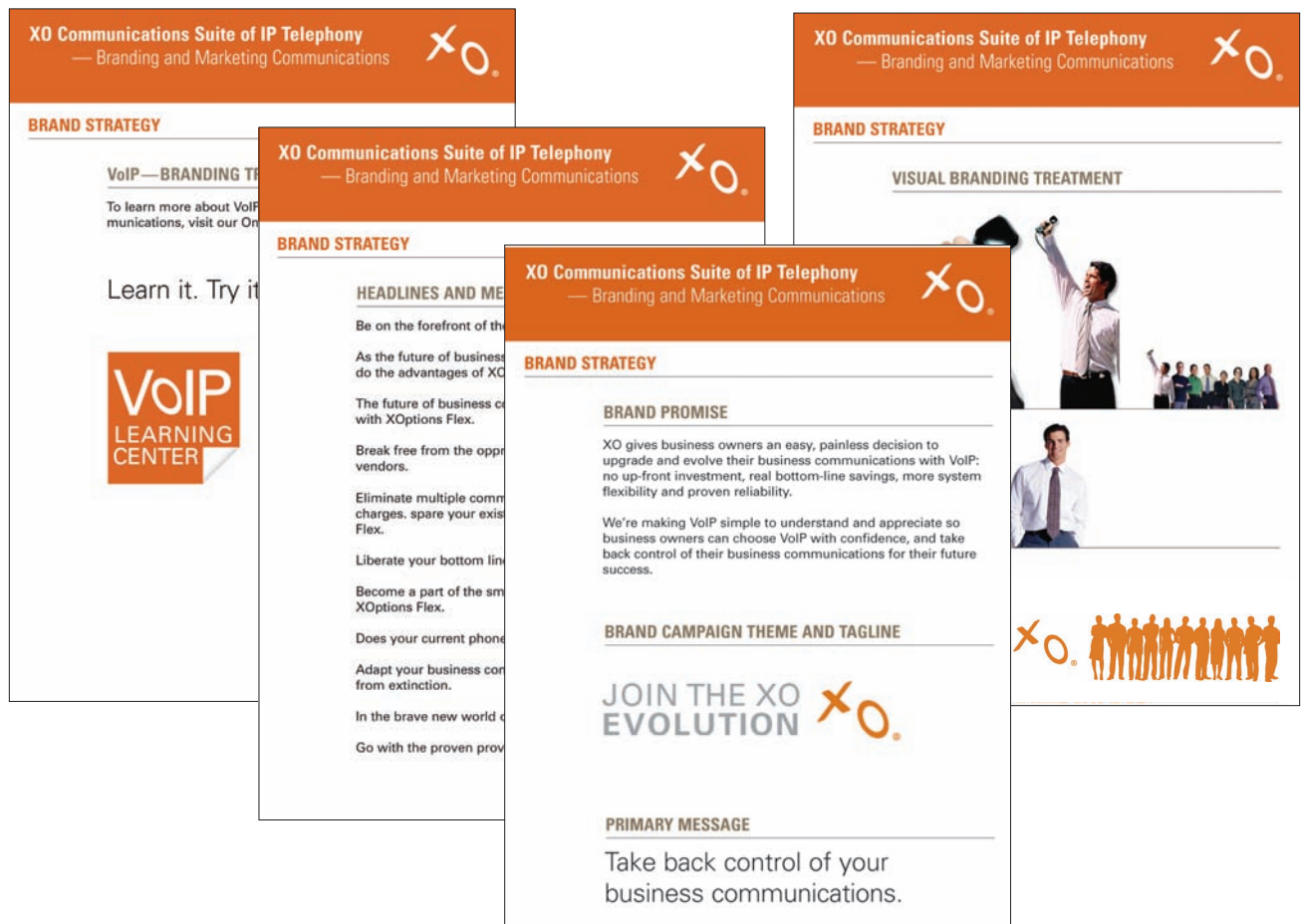
- o positioning and campaign tagline
- o branding strategy boards

XO gives business owners an easy, painless decision to upgrade and evolve their business communications with VoIP: no up-front investment, real bottom-line savings, more system flexibility and proven reliability.

We're making VoIP simple to understand and appreciate so business owners can choose VoIP with confidence, and take back control of their business communications for their future success.

Research Modes Used:

Key Stakeholder Interviews
Competitive Brand Benchmarking
Customer Testimonials



- o dm self mailer and post-cards

As the future of business communications becomes clear, so do the advantages of XOptions® Flex.

The age of IP communications is upon us and the award-winning XOptions Flex® uses Voice over IP (VoIP) technology to provide a simple, scalable bundle of voice and data services—exclusively for businesses. All on one invoice from a single provider for a flat monthly rate*. Plus, there's no up-front capital requirement, and it's compatible with most existing phone equipment. Incredibly simple to execute and manage. XOptions Flex is more than an upgrade. It's an evolution.



Get your free copy of **XO Communications VoIP For Dummies®**

See how to get your business started with VoIP, how it works, and why it saves you money with this 64-page primer. Visit www.xo.com/learnnow, call 866.000.1741, or fill out and return the attached Business Reply Card today for your free copy.

Discover how to:

- Use VoIP for your business phone and Internet service
- Simplify network management and converged networks
- Increase productivity with VoIP features
- Demonstrate VoIP's advantages to management

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JOIN THE XO EVOLUTION **xo**

Can save up to 10 minutes of traffic travel on a daily basis. Can evolve your small business communications.

Save your phone from extinction.



JOIN THE XO EVOLUTION **xo**

In the brave new world of VoIP, it's survival of the fittest. **XOptions Flex**

Evolution has its costs. But they're not nearly as high as being left behind.



JOIN THE XO EVOLUTION **xo**

Learn how to **calculate TCO** for business VoIP services with a free webcast from XO and Cisco. Visit www.xo.com/voip102 to view **VoIP 102—Calculating VoIP Total Cost of Ownership**.

Evolution begins with education. Get the bottom line on evolving your business communications.

VoIP 102—VoIP Total Cost of Ownership from XO and Cisco Part II, VoIP for Small Business Webcast Series

It pays to learn about VoIP. Find out just how much with this on-demand webcast at www.xo.com/voip102. Learn how to calculate and compare TCO components for business VoIP services. Leading consultant, John Macario, examines the short- and long-term costs of implementing various types of VoIP services. Visit www.xo.com/voip102 today!



Get a **FREE** copy of "Total Cost-of-Ownership (TCO)" report when you view this on-demand webcast.

Go to www.xo.com/voip102 now for your free education on VoIP.

Simply and cost-effectively evolve your small business communications with XO and Cisco. XO and Cisco solutions make the benefits of IP Communications a reality for businesses.

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VoIP is here. Evolve your thinking accordingly.



JOIN THE XO EVOLUTION **xo**

Learn the **What, How and Why of VoIP** for your business with a free webcast from XO and Cisco. Visit www.xo.com/voip101 to view **VoIP 101—Crash Course for Small Business**.

- o dm self mailer
- o dm self mailer poster promoting the webcast series

Agonizing over all of your telecom technology options?



JOIN THE XO EVOLUTION **XO.**

Take the Telecom Stress Test inside—it's the first step to fast relief.

Telecom Stress Test
More the early warning signs.

Telecom Stress Test Question 1:
Q: Investigating new telecommunications technology gives me:
☐ Tension headaches
☐ Dizzy spells
☐ Feelings of hopelessness

Telecom Stress Test Question 2:
Q: After reading the fine print on multiple telecom system, maintenance and service agreements, I have:
☐ Blurred vision
☐ Eye strain
☐ Total confusion

Telecom stress is real. Fortunately, so is the relief.

Phone systems and service are a critical resource for any business that communicates with customers, partners, and suppliers. Yet you don't have time to manage equipment, service, and maintenance vendors. Not to mention, an extra minute to investigate rapidly changing technology. That's why you need to seek out dependable relief from the experts. XO Communications, a leading national provider of network and managed service solutions to businesses, will help you reap the maximum benefits of VoIP technology while simplifying everything from migration to management.

The Telecom Stress Test
Don't ignore the early warning signs.

Telecom Stress Test Question 1:
Q: Investigating new telecommunications technology gives me:
☐ Tension headaches
☐ Dizzy spells
☐ Feelings of hopelessness

Telecom Stress Test Question 2:
Q: After reading the fine print on multiple telecom system, maintenance and service agreements, I have:
☐ Blurred vision
☐ Eye strain
☐ Total confusion

Telecom Stress Test Question 3:
Q: The stress of juggling telecom decisions while running my business makes me:
☐ Short of breath
☐ Exhausted
☐ Anxious

Telecom Stress Test Question 4:
Q: My investment in telephone systems (which may be obsolete), maintenance, and service contracts:
☐ Makes me nauseous
☐ Gives me heartburn
☐ Takes my stomach to limits

The proven provider for fast, reliable relief.

For a decade of experience in delivering network and service solutions to businesses, the XO private IP network handles more than 15 billion calls a year and can manage, monitor, and control a path of every call. And there is the added benefit of the century of experience of Avaya, Inc. as a global leader in IP telephony and PBX management. XO puts it all together to give you a turnkey, "turn-on-free" solution for implementing IP telephony across your business.

Let us help you avoid the tension, trauma and frustration of updating your telephone system with a FREE copy of the XO Communications 10 Steps to Successful VoIP Implementation white paper.

www.xo.com/stresstest

JOIN THE XO EVOLUTION **XO.** AVAYA

XO's One IPBX—your prescription for telecom success

XO Communications and Avaya have come together to provide your business with the complete VoIP solution—XO One IPBX.

- One single family of voice and data communications services
- Unified VoIP and a premium number at any distance and around the clock
- Internal access and user training
- PBX system and features
- Installation and testing
- Maintenance and support
- One bill and one point of contact for everything

☐ Yes ☐ No

Name _____ Address _____ City _____ State _____ Zip _____

Signature _____ Date _____

A technology of meteoric proportions has landed on Planet Earth. Yet it persons everywhere refuse to listen to those who've witnessed its awesome power to save and simplify. Will you be among those who succumb to convergence or succeed with it?

XO Communications and Cisco Present

SURVIVING CONVERGENCE

XO and Cisco save small businesses everywhere from common



Surviving Convergence I
Crash Course for Small Business
Learn the what, how and why of VoIP.
Starring telecommunications expert, Steve Shepard

Surviving Convergence II
VoIP Total Cost of Ownership for Small Business
Get the bottom line on VoIP business services.
Starring leading consultant, John Macario

Surviving Convergence III
VoIP Success Stories
See how two big businesses are doing it.

Don't miss this FREE on-demand webcast series on the VoIP phenomenon.

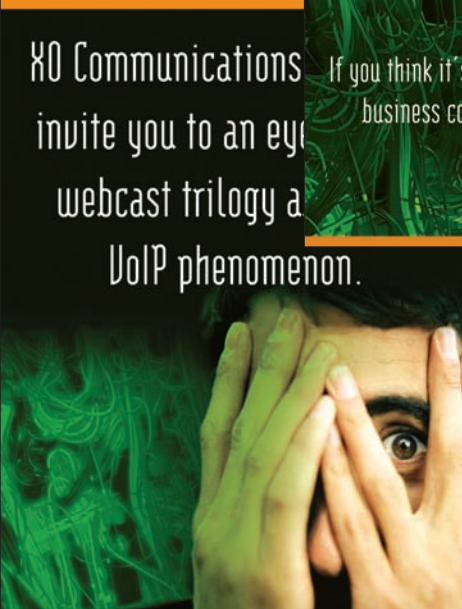
www.xo.com/trilogy

XO COMMUNICATIONS PRESENTS A CO-EDUCATION BY CISCO SYSTEMS • EVOLUTION BEGINS WITH EDUCATION • PROMOTION • EVOLVE YOUR BUSINESS COMMUNICATIONS WITH VOIP
 CO-EDUCATION: XO COMMUNICATIONS • CISCO • SMALL BUSINESSES EVERYWHERE • "SURVIVING CONVERGENCE—VOIP WEBCAST TRILOGY" • DIRECTED BY XO COMMUNICATIONS
 THE VOIP EVOLUTION HAS BEGUN. DON'T GET LEFT BEHIND.

JOIN THE XO EVOLUTION **XO.**

Call 866.900.1741 or visit www.xo.com for a look at the future of business communications!

XO Communications invite you to an eye-opening webcast trilogy about the VoIP phenomenon.



If you think it's safe to stick with your current business communications, think again.



XO.

Take back control of your business communications.

Business communications is evolving and XO is leading the way with the next IP bundled services—XOptions Flex. It's like having a complete package of solutions for your business, including unlimited local calling, an intranet-based voicemail and instant full-free minutes, and web hosting. All consolidated on one single provider. For a flat monthly rate*.

The only service today that makes it so easy to get it all.

JOIN THE XO EVOLUTION 

XOptions Flex—the business communications bundle

What is VoIP?

Voice over Internet Protocol (VoIP) is a method for taking analog audio signals—like the kind you hear when you talk on the phone—and turning them into digital data that can be transmitted over any digital network, such as a LAN, WAN or the Internet. With this revolutionary technology, audio can travel over the same network as your data.

VOIP LEARNING CENTER

To learn more about VoIP and how it is changing business communications, visit our Online Learning Center at www.xo.com/learnvoip.

Medical Supply Company

When Louisa, D., of The Texas Tech Center for Health Care Services, was looking for a way to manage her company's communications, she found a solution in XO. She chose XO's complete package because it offered her one and only provider for all her business communications needs. With XO, she can manage her entire business communications from one place, making it easier to manage and control her business communications.

your bottom line. mention, your time.

By about per-minute calling costs. With XOptions Flex, total calling is flat, and an average long distance and inbound toll-free minutes is most businesses, that means no more separate charges. And, XOptions Flex offers more than 25 services including voicemail, three-way calling, and built-in features include a voice Virtual Private Network (VPN), Business Call Center and more. You can do everything from voice and to check trouble ticket status. The full suite of features includes Online Feature Management, so you can configure your voice features, change and more.

Go with the proven provider. Evolve without risk.

XOptions Flex is the award-winning integrated services solution from XO Communications, the market leader in bundled communications. XO has been carrying and delivering services using VoIP technology for over four years.

We use our own national private IP network so we can manage, monitor and control the path of every call. For added security, all voice calls travel over a dedicated IP connection rather than the public Internet. In fact, XO delivers more than 10 billion minutes of traffic a year over our national IP network.

Join the XO evolution today.

Call 800-800-2000 or visit www.xo.com/voip for more information. And evolve your business communications with confidence.

We've cracked the code on the next generation of business communications.

JOIN THE XO EVOLUTION 

XO Managed IP-PBX—the heartbeat of the IP evolution

Boost productivity and trim costs with XO Managed IP-PBX.

IP telephony is the future of business communications. That's why proven XO Communications has partnered with leading PBX supplier, Avaya Communication, to bring you the complete VoIP solution: XO Managed IP-PBX.

It's one simple bundle of voice and data communications designed to meet all communications needs, including local with unlimited local calling and a general number of long distance and inbound minutes, Internet access and web host. All managed and billed from one vendor invoice. XO handles everything from phones and the network to the mainframe.

Plus, there's no capital investment required. So you can spend your time and money growing your business.

Competitive performance

XO offers competitive Service Level Agreements (SLAs) on packet loss and jitter. You get 100% availability, 99.9% packet delivery and latency rates of 65 milliseconds. Our SLAs also provide for fault resolution within four hours.

Benefits at a glance

Secure

- Secure backbone network includes network, distributed and XO's own XO Managed IP network.
- Top data is managed from other customers and the public Internet.

Cost efficiency

- Secure backbone network includes network, distributed and XO's own XO Managed IP network.
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Intelligent

- Secure backbone network includes network, distributed and XO's own XO Managed IP network.
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Managed

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Ad agency gets creative with IP-VPN

A new network solution is needed to meet the needs of today's business. The network solution needed today's business is needed today's business. The network solution needed today's business is needed today's business.

It classifies, secures and routes your traffic. It's the intelligent network.

With XO IP-VPN, you get a network-based Avaya Networking (NAN) solution that connects multiple locations with more bandwidth, faster, faster application deployment and low network operating costs than traditional on-switched networks. The XO private IP network helps protect your data from the congestion security risks of the public Internet. Plus, you reduce costs by consolidating your voice, data and video networks onto a single IP-based platform.

The intelligence that routes your application traffic resides in the XO network. The network segregates, secures and routes your traffic via the latest MultiProtocol Label Switching (MPLS) technology, universal site-to-network connection and access options ranging from T-1 to Metro Ethernet. So there's no need to purchase, install and maintain expensive equipment to enjoy the benefits of an XO IP-VPN.

VOIP LEARNING CENTER

To learn more about VoIP and how it is changing business communications, visit our Online Learning Center at www.xo.com/learnvoip.

Lower operating costs. Secure network access. Faster application deployment. Network-based intelligence. Reap the benefits of IP convergence.

What is VoIP?

Voice over Internet Protocol (VoIP) is a method for taking analog audio signals—like the kind you hear when you talk on the phone—and turning them into digital data that can be transmitted over any digital network, such as a LAN, WAN or the Internet. With this revolutionary technology, voice traffic can travel over the same network as your data.

Consolidate your voice and data lines.

XO Managed IP-PBX allows businesses to take advantage of the increased efficiency and significant savings of IP-based technology. With the proven experience of XO and Avaya, you get dependable service, a comprehensive menu of IP telephony, and professional solutions customized to meet the specific needs of your business. Avaya systems support global migration from traditional telephony to the advantages of IP telephony in one comprehensive solution. So you can boost productivity with an Avaya IP phone system, and the XO network which provides flexible features like Dynamic Bandwidth Allocation. That additional flexibility provides faster data speeds when voice lines are not in use.

We depend on XO for everything.

A growing business needs a secure and reliable network. The network solution needed today's business is needed today's business. The network solution needed today's business is needed today's business.

JOIN THE XO EVOLUTION 

- o print advertising
- o campaign landing page

Save your business communications from extinction.




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www.xo.com/flex

* XOptions Flex won Internet Telephony Magazine's Excellence Award for 2008.
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Evolution has its costs. But they're not nearly as high as being left behind.



Fig 1. Mauritius Dodo (extinct)



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XO - Carrier Voice Services

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[1] The Design Channel
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XO.

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VoIP LEARNING CENTER

Welcome to the future of business communications!
Prepare to simplify and save.

For your free copy of XO Communications VoIP for Dummies* and instant access to our VoIP Learning Center, simply provide the information and hit "Submit." You will be automatically taken to the VoIP Learning Center for a free education on the power of VoIP!

* Offer valid for U.S. addresses only. Please allow 3-5 weeks for delivery.

All fields required. Please include the correct mailing address to ensure proper delivery of book.

First Name [Field] Last Name [Field]
Title [Field]
Company [Field]
Address [Field]
Address [Field]
City [Field] State [Dropdown] Zip Code [Field]
Email [Field] Phone [Field]

☒ Yes, sign me up to receive notifications on promotions, offers, events and news from XO Communications. [Submit]

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All submissions will be treated in accordance with the XO Privacy Policy.