

CASE STUDY

E&S Ring Management cuts cost and complexity with integrated voice MPLS and XO Communications carrier services from CDW.

E&S Ring Management

Based in Culver City, Calif., E&S Ring Management Corporation manages more than 20 properties with approximately 11,000 top-of-the-market residential apartments in Southern and Northern California, plus 800 boat slips in Marina del Rey, Calif.

A tech-savvy organization, the company captures 100 percent of residential payments electronically and offers interactive web tools for residents and prospective residents. Along with the Internet, E&S Ring also relies heavily on phone and fax communication to conduct business.

The Challenge:

Upgrade from separate, complex legacy voice connections – offered by a handful of carriers – which were expensive and difficult to manage

E&S Ring was faced with the dilemma of increasing voice and Internet costs along with poor-quality data service. The company had been using one service provider for data and several others for voice services in separate networks that were pricey and inefficient.

“We were layering on costly incremental connections and services to the voice network,” says Kevin Hott, director of information systems and technology at E&S Ring. “In addition, individual apartment sites were making unauthorized telecommunication commitments. So along with cutting costs, we wanted to centralize voice and data control.”

E&S Ring Management’s incumbent data service provider seemed to have little interest in assisting the company with a more efficient solution. “We wanted a customer service team that could produce results when we asked them,” Hott says.

At this point, Hott turned to CDW’s voice and data team for guidance. “By going to our provider directly, we realized that we were a little fish in a big sea and therefore not getting the results that we wanted,” he adds.

The objective was to have the CDW team help in a number of areas including:

- Assessing E&S Ring Management’s voice and data needs and presenting an optimal solution and logical design
- Providing a solution that would consolidate E&S Ring’s WAN and voice, eliminating complexity and adding redundancy
- Greatly reducing monthly telecommunication costs



Kevin Hott, Director of Information Systems and Technology

John Passo, Senior Network Administrator

E&S Ring Management, Culver City, Calif.

Highlights

Customer challenge:

- Reduce monthly voice and data costs
- Identify a better solution for voice and data needs
- Eliminate complexity and add redundancy

Solutions/benefits:

- Implement MPLS network, integrating voice and data over existing WAN
- Contract with XO Communications to provide equipment, dropping needed circuits at building locations
- Savings on WAN and voice of approximately \$8,500 per month
- Higher levels of network scalability and redundancy

The Solution:

Migrating to VoIP via a converged voice and data network over an MPLS WAN with carrier services from XO Communications – thereby providing lower costs, higher levels of utilization and more efficient management

The CDW team recommended that E&S Ring implement an MPLS network, integrating voice and data over the existing WAN and eliminating legacy TDM voice connections.

"We were on a straight MPLS solution with our previous data vendor," Hott says. "So adding the voice layer on top of it offered a great deal of efficiency."

Migrating from aging legacy voice lines to MPLS converged voice and data allowed for right-sizing E&S Ring's WAN, thereby enhancing network performance. It also offered a way to reduce network complication and significantly cut communication costs.

With access to over 50 major voice and data service providers in the telecom marketplace, the CDW team then provided E&S Ring Management with an in-depth carrier matrix showing current services and pricing options for six of the top carriers in the industry.

After a complete analysis of the pros and cons of each carrier, CDW recommended XO Communications as a cost-effective and straightforward alternative. "We had been doing some business with XO Communications and liked the service they provided," Hott adds.

The solution included a one-to-one replacement of MPLS circuits in many of the apartment buildings managed by E&S Ring. XO Communications provided all the equipment, dropping the needed circuits at the building locations.

"The project was implemented in two phases, data side first and then voice," Hott notes. "Telecommunications costs were the main reason we moved to converged voice and data. There's no question, the efficiencies gained by merging voice and data under one umbrella allow us to save a lot of money."

The Results:

Dramatic cost savings and simplified management, along with a more dynamic and redundant network

By deploying MPLS-integrated voice access, coupled with the XO Communications carrier solution, E&S Ring Management gleaned a number of substantial benefits including:

- Savings on WAN and voice of approximately \$8,500 per month or \$306,000 savings over the term of the contract
- Higher levels of network scalability and a redundant voice platform
- Easier end-to-end management of the communication network

"Our overall goal, for cost savings resulting from the converged network, is \$10,500 per month," Hott notes.

"To recoup the additional \$2,000, we plan to move our emergency communication to another provider or readjust our business plan."

CDW Voice and Data Services

CDW is one of the largest telecom agents in the country, supporting hundreds of organizations over the past decade. We work with over 50 unique carriers and over 600 collocation facilities, offering a variety of telecommunication-related services including WAN, Internet, voice and hosting.

As an \$8 billion company, coupled with the volume of telecom services we source for customers, CDW is uniquely positioned to leverage and investigate the market on your behalf. CDW does not resell any service offerings; rather we act as an agent with the ability to provide multiple partner options as well as aggressive price points and enhanced support to your organization.

Our in-depth understanding of the marketplace helps customers reduce costs, increase productivity and be a leader on the forefront of technology.

Areas of focus:

- **DATA:** Metro and long-haul transit, MPLS, IPVPN, VPLS, VPWS, IP, CDN, dark fiber, Point-to-Point TDM, etc.
- **VOICE APPLICATIONS:** SIP, PRI, POTS, audio conferencing, enhanced voice services, hosted PBX / VoIP, etc.
- **HOSTING SERVICES:** Cloud computing, hosted e-mail exchange, managed collocation, hosted voice solutions, etc.

Benefits of using CDW's Voice and Data Practice:

- Multiple carrier designs and pricing
- Dedicated carrier resources – CDW has a dedicated person(s) from each carrier onsite for all levels of support, pre- and post-installation
- CDW voice and data spend contributes to a customer's overall CDW spend
- CDW customers save an average of 22 percent off their existing contracts

Contact your CDW account manager today to see what we can do for your telecom environment.

E&S RING
MANAGEMENT CORPORATION