

# Virginia Broadband Reduces Costs and Improves Customer Experience Using The Edgewater Networks Solution

## Introduction

Virginia Broadband (VABB), a leading high-speed wireless broadband Internet Service Provider, recently began using Edgewater Network's EdgeMarc Network Services Gateways and EdgeView

products. In fact, these products were among the first purchases made by Mark Davis, VP of Voice for VABB when he became responsible for the PrimeVoice Hosted Business service. "I had prior experience with Edgewater's products and found them to work very well," said Mark "I knew that successful delivery of our hosted services would require using the Edgewater products to simplify our installations and improve the customer experience."

*"The Edgewater Networks solution simplifies the installation and management of our service."*

- Mark Davis, VP of Voice, VABB

## Simplifying Installations Using EdgeView Plug & Dial

The EdgeView VoIP Support System is a troubleshooting and setup tool that substantially reduces operational expenses. A key feature for VABB is the EdgeView Plug & Dial module which automates the setup of IP phones. Plug & Dial uses a simple customer self-installation method which saves VABB time and improves the customer's first experience with the service.

"The user connects their IP phone to the LAN and is greeted by a message welcoming them to their new VoIP service," said Mark, "The customer enters their phone number and pre-assigned password and the phone is automatically configured by EdgeView."

Before using EdgeView Plug & Dial it was taking VABB approximately 20 minutes per phone to configure the phone and enable the service. "Installations for us are now trivial," continued Mark "the longest part of the process is waiting for the IP phone to reboot."

Along with reducing installation times VABB found that using Plug & Dial enabled them to make a great first impression with their customers. "Before using Plug & Dial VABB engineers were frequently on their mobile phones at the customer site trying to figure out why a particular phone was not working. This set a negative tone for the service

### **Solution Components:**

#### **EdgeView Plug & Dial**

Automated setup of IP phones

#### **EdgeView Reports**

Visibility into VoIP performance

#### **EdgeMarc Network Services Gateway**

Demarcation point for hosted services



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right out of the gate. When the installation is easy, the customer has confidence in the service. When you walk in with Plug & Dial, the installation looks simple and the customer has a high level of confidence that if something goes wrong in the future you will be able to resolve the problems.”

## Reducing Operational Expense

The EdgeMarc Network Services Gateway installed at the customer premises works in conjunction with the EdgeView system and is a mandatory component of VABB’s PrimeVoice Hosted Business service. Occasionally, VABB will come across a customer who would like to use their own access router/firewall with the service. VABB will walk away from the business if they cannot install an EdgeMarc alongside or as a replacement for existing customer premises equipment. “Simply put - it is not a money making proposition for us if we cannot install the EdgeMarc. We know that EdgeView will save us money during the installation and then afterwards is used with the EdgeMarc to reduce problem resolution times and ensure high quality voice calls.” said Mark.

### *Installation Savings*

VABB estimates a savings of 15 minutes per phone using EdgeView Plug & Dial. At an average 50 seat installation this will represent a savings of \$750 and up to \$1,500 per site for their larger installations.

### *Ongoing Savings*

Using EdgeView and EdgeMarc VABB will be able to substantially reduce the number of truck rolls needed because they can resolve more problems remotely. They estimate a typical truck roll costing \$240 per visit and an average of 6 visits per year. This is an estimated annual savings of \$1,440 per year per customer site.

### **Savings Summary:**

#### **Installation Savings**

Up to \$1,500 per site

#### **Ongoing Savings**

Up to \$1,440 annually per site

## Proving The Value Of The Service With EdgeView Reports

EdgeView Reports is an advanced yet easy-to-use reporting tool that provides valuable VoIP performance information to network planners, operators, product managers, executive management teams and end-users. The EdgeView Reports server works in conjunction with the EdgeView VoIP support System and EdgeMarc Network Services Gateway to provide unprecedented visibility into the performance of the VoIP network.



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VABB uses EdgeView Reports to continually measure the voice quality they are providing and they share this information directly with their customers. "A simple example of how we use the reporting tool is that we produce a report for the customer after their first month with the hosted service. This report contains the number of calls placed during the month and the percentage of calls measured that experienced a poor Mean Opinion Score. This percentage is usually very low and the report enables us to prove the quality of the service we are delivering."

EdgewaterMain										69.3.186.162	
Inbound from LAN	MOS 1 - 2	%	MOS 2 - 3	%	MOS 3 - 3.5	%	MOS 3.5 - 4	%	MOS 4+	%	Total Time
2007, Week 26	0:01:27	0.29	0:00:00	0.0	0:01:00	0.2	0:01:32	0.1	8:13:13	99.40	8:16:12
2007, Week 27	0:01:09	0.04	0:02:08	0.1	0:00:00	0.0	0:12:23	0.4	46:09:57	99.44	46:25:37
2007, Week 28	0:01:47	0.02	0:01:04	0.0	0:03:40	0.1	0:22:04	0.6	57:55:18	99.24	58:22:53
2007, Week 29	0:05:23	0.22	0:03:59	0.1	0:02:14	0.1	0:12:00	0.5	41:06:54	99.09	41:29:30
Total %	0.09 %		0.07 %		0.06 %		0.51 %		99.27 %	=	100 %

\*Sample MOS Report, EdgeView Reports

## Summary

The EdgeMarc Network Services Gateway, EdgeView VoIP Support System and EdgeView Reports server are critical components of the VABB PrimeVoice Hosted Business service. In addition to substantially reducing operating costs by streamlining installations these products enable VABB operations staff to quickly isolate networking problems that negatively affect voice quality.

The Edgewater Networks solution is a mandatory component of the VABB service offering and enables VABB to deliver superior service to its customers.



For additional information or questions on the Edgewater Networks solution please contact [sales@edgewaternetworks.com](mailto:sales@edgewaternetworks.com).

