



Windstream Case Studies and Industry Awards

1H'16



MARKETPRO CASE STUDY:

KEEPING RECRUITERS CONNECTED TO TOP CANDIDATES #1 PRIORITY

- **About MarketPro:** HQ'd in Atlanta GA – MarketPro provides Marketing Staffing & Marketing Executive Search
- **The Challenge:** MarketPro was out-of-service for three weeks with their previous provider and was unable to get the attention needed to have service resume in a timely manner. The outage cost MarketPro approximately \$250,000 in lost revenue and MarketPro knew it was time to begin the search for a new communications provider.
- **The Solution:** Acquiring quality communications, personalized service: MarketPro is now utilizing Windstream's IP Simple & Dynamic IP Services, Allworx Phone Systems with Reach Accounts
- **The Benefit:** With Windstream on the same team, MarketPro has the communications solutions it needs to recruit top talent—and enable clients to stay ahead of today's modern marketing game.

JHSMH CASE STUDY: HEALTHCARE FACILITY CREDITS WINDSTREAM'S SOLUTIONS & CUSTOMER SERVICE

- **About JHSMH:** Jewish Hospital & St. Mary's Healthcare (JHSMH) is located in Louisville, KY,. The hospital system is known for several medical firsts including the world's first successful hand transplant.
- **The Challenge:** JHSMH was not getting the level of communications service demanded of a premier heart and transplant hospital, so they went looking for a change.
- **The Solution:** Windstream maintains and services several Avaya PBX systems serving JHSMH, plus one carrier remote and one fiber remote, along with approximately 80 Norstar key systems. Windstream also provides local access services to one of the system's hospitals located in nearby Shepherdsville, KY which is connected to the main hospital with a 1 GB pipe.
- **The Benefit:** The relationship between Windstream and JHSMH has flourished in the last decade. As the hospital system has grown—adding facilities, specialties and doctors—it's relied on Windstream for expanded communications connectivity and expertise.

MESQUITE INDEPENDENT SCHOOL DISTRICT CASE STUDY: SCHOOL DISTRICT DEPLOYS UCaaS ACROSS 47 CAMPUSES

- **About MISD:** Mesquite Independent School District's (ISD – located in Mesquite TX) mission is to educate all 40,000 of their students across 47 campuses and empower them to expand their opportunities to enrich the community.
- **The Challenge:** Staying current in an ever-changing environment: Mesquite ISD faced challenges having owned an Avaya PBX system for more than 20 years. They had reached the point where the cost to upgrade the system was in excess of \$1 million, the cost to maintain it was continuing to increase, and some of the spare components were not readily available.
- **The Solution:** Future Focused: Windstream deployed our Unified Communications as a Service (UCaaS) & Avaya Aura Communications Manager across the entire district, all while ensuring no downtime during the transition.
- **The Benefit:** The Windstream UCaaS solution offered a rewarding alternative to the large capital expense of an upgrade or replacement of an older PBX system.

BLUE RIDGE HEALTH CARE CASE STUDY: HEALTHCARE ORGANIZATION USES EFS TO OFFSET COST OF NEW EQUIPMENT

- **About Blue Ridge Healthcare:** Located in Burke County North Carolina, Blue Ridge HealthCare is a modern and progressive organization that includes two hospitals, two long-term care facilities, a retirement community, advanced wellness center, home healthcare company and more than two dozen physician practices.
- **The Challenge:** Consultedge, a Windstream Business Partner, was approached by Blue Ridge in the hopes that it could replace an unreliable phone and voicemail system in one of its hospitals. Unfortunately, budgetary constraints continually delayed the progress of the upgrade.
- **The Solution:** Consultedge brought in Windstream to discuss the possibility of utilizing the Equipment for Services (EFS) financing program. EFS is a profit-sharing mechanism that lets Windstream customers use a portion of the money they spend on Windstream services to subsidize new equipment purchases.
- **The Benefit:** This unique EFS financing solution would not only allow Blue Ridge to upgrade the phone system at one of its hospital locations as was originally proposed, it would actually enable the organization to install a state-of-the-art, unified Avaya phone system at all of its other locations as well.

WHITAKER BANK CASE STUDY:

BANK GROWS FROM 3 BRANCHES TO OVER 50 WITH HELP OF WINDSTREAM

- **About Whitaker Bank:** Since its inception in September 1978, Whitaker Bank has expanded from three locations within three counties to 56 locations within 17 counties.
- **The Challenge:** During the early years, phone lines were the main form of communication with customers, employees and other businesses. As technologies advanced, more bandwidth was required with more data being pushed over longer distances.
- **The Solution:** In 1995, Windstream installed Whitaker Bank's first data network to connect all bank locations together. Three years ago, Windstream upgraded that network to an IP/VPN (Internet Protocol/Virtual Private Network) over MPLS network, providing higher, more efficient bandwidth to all Whitaker Bank locations.
- **The Benefit :** With a competition consisting of dominant international bank organizations, Whitaker Bank aims to provide customers with the latest products and services, while still maintaining their local roots. Whitaker Bank executives credit Windstream with helping to not only sustain a level of efficiency over time, but also allowing them to uphold long-standing customer relationships.

THE MASIELLO GROUP CASE STUDY:

PROPELLING GROWTH AND CONNECTIVITY WITH UCaaS

- **About The Masiello Group:** Headquartered in Keene, New Hampshire, The Masiello Group is a Better Homes and Gardens real estate company with more than 30 locations throughout New England.
- **The Challenge:** With such a large footprint—five hours of drive time from end to end—The Masiello Group had a mission to streamline their communications on a single, unified platform.
- **The Solution:** Windstream provided The Masiello Group with a customized Unified Communications as a Service (UCaaS) solution with ample bandwidth feeding the company's main office and a network of more than 30 locations. With Windstream UCaaS, The Masiello Group was able to unify all of their communications with a robust solution that integrated their voice, multimedia, unified messaging, presence management, mobility and other services onto a single unified platform in the cloud. **The Benefit:** The Windstream UCaaS solution offered a rewarding alternative to the large capital expense of an upgrade or replacement of an older PBX system.
- **The Benefit:** [Watch the Masiello Group Video here](#)

FIRST AMERICAN BANK CASE STUDY: BANK USES WINDSTREAM TO IMPLEMENT SCALABLE SOLUTION FOR THEIR GROWING BUSINESS

- **About First American Bank:** HQ'd Elk Grove Village, IL and in business for more than 40 years, First American Bank is a privately held, full-service bank with 55 locations throughout Illinois and Florida..
- **The Challenge** Being geographically diverse, First American Bank was back hauling digital voice services across their WAN to a phone centralization server. They realized Voice over IP (VoIP) trunking would help resolve the backhaul issues and even better, reduce the overall costs. Their incumbent provider, however, was only able to provide digital voice trunking using outdated network switching equipment. With an institution rapidly expanding their footprint, First American Bank needed a more robust and scalable solution to adjust for their bandwidth and voice allocation demands.
- **The Solution:** First American installed Windstream's Dynamic IP, Multiprotocol Label Switching (MPLS), Session Initiated Protocol (SIP) Trunking to dynamically allocate voice, networking and Internet/data applications across branches for greater efficiency.
- **The Benefit** :First American Bank completed the concept of a decentralized contact center, fully enabling bank tellers at all 55 locations to take customer service calls from all over the country.

BISHOP GUERTIN HIGH SCHOOL CASE STUDY: HIGH SCHOOL SEES WINDSTREAM AS ONE-STOP SHOP FOR ALL COMMUNICATIONS NEEDS

- **About BGHS:** BGHS located in NH enrolls nearly 900 students in grades nine through twelve, nearly all of whom will go on to attend a four year college. Outside of the classroom, BGHS offers over 60 athletic teams and 59 clubs for its students.
- **The Challenge:** BGHS places a high value on the reliability of its communications, but was having a hard time finding a provider who could provide both reliable voice and data, that wasn't overly expensive.
- **The Solution:** In addition to the Dedicated Internet service, which originally brought BGHS to Windstream, it now also utilizes Windstream for Local Service, Long Distance, Direct Trunk Overflow (DTO) and Managed Fraud Protection, as well as for a unique Equipment for Services (EFS) financing program.
- **The Benefit:** BGHS now sees Windstream as its one-stop shop for all its communications needs and also utilized Windstream's EFS program to offset some of its capital expenditures.

INDUSTRY AWARDS & PARTNER RECOGNITION



TMC 2015 Internet Telephony Product of the Year

2015 Recognized for Allworx View™ and Allworx Interact™
2012 Recognized for our IP Simple Solution
2011 Recognized for Allworx 48x IP Phone System



Business Solutions Magazine Best 2015 Channel Vendor

Recognized for Allworx' commitment to excellence in the VoIP category



2014 Frost & Sullivan Best Practices Award

Windstream also won Best Practice Awards in 2013 and in 2012 for VOIP access, SIP trunking and Ethernet services



Windstream: A 2014 Fortune 500 Company

On Fortune's list of the largest U.S. companies ranked by revenue since 2012, Windstream is ranked No. 429 in 2014 with revenues exceeding \$6 billion in 2013



TMC 2015 Internet Telephony Unified Communications Excellence Award

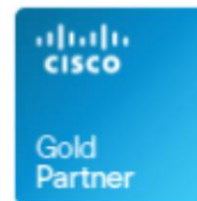
2015 Recognized for our Unified Communications as a Service (UCaaS) solution



2014 IT Expo Allworx Wins Best of Show



Avaya DevConnect Compliant



Cisco Gold Certification and Master Managed Services Certification

Your Name | Your Title

Your email address@windstream.com

O) <PHONE> | M) <MOBILE>