

Case Study of Customer Experience with WestfieldConnects Fiber Optic Network

IMMI, a worldwide company with corporate headquarters in Westfield, Indiana, indicated they would like fiber optic connectivity to their business operations but were unable to acquire this connection from traditional service providers. Also, they felt strongly that they needed to plan for their future needs, even in slow times.

With the broadening of its markets, IMMI (1) needed to expand its Internet connectivity to be able to communicate with operations in the UK, Mexico, and Brownsville, Texas, as well as connecting more efficiently with customers and suppliers. All of the company's operations use the central computer located in the Westfield facility. (2) Intermittent phone issues with the copper lines motivated the move to VoIP (Voice over Internet Protocol). (3) Websites have become increasingly data intensive, using more videos and web training capabilities. Customers utilizing the IMMI crash testing facility requested to watch live video of the crash testing taking place in Westfield, from their remote locations. (4) The company is interested in an additional fiber build out to provide redundancy for their operation. IMMI information services managers decided to leave a T-1 in place and pay a maintenance level fee as a backup plan.

By coming to the City of Westfield and WestfieldConnects, IMMI was able to achieve a cost reduction, incorporate new technology, and eliminate problems with traditional copper voice services.

IMMI had been paying for multiple T1's to support both voice and data with no fail-over capability. Now for only a few hundred additional dollars per month, the company has a 5MB (with capability to burst to 50MB) fiber connection and a T1 for failover. By moving all voice communication to Lightbound IP Telephony, IMMI saved over \$1,500 per month. With some upgrades to the local phone switch IMMI will soon be able to have a land line and a cell phone for individual business people, with one number ringing to both lines simultaneously. Each phone number is coded with 4-digit DID (Direct Inward Dialing). Now, IMMI also has remote disaster recovery capability with a firm such as nFrame, which could not occur with the previous system.

All of this has been achieved while the company remains with its current Internet Service Provider, making the convergence of voice, video, and data a seamless integration that now enhances business processes and reduces monthly costs by about \$1,500.

Customer Experience Highlights

Savings: \$1,500 monthly

Benefits: Increased Converged Communications; Elimination of (3) T-1 Circuits

Internet Improvements: Remote Access to UK, Mexico, and Brownsville, Texas

Phone: Copper Problems Solved by Putting Voice on Fiber

Websites Enhancements: Video, Remote Training

Security and Backup: Future Plans for Fiber Redundancy and Disaster Recovery



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