

## Better Service and Better Price Make Business Class PRI a High-Quality, Money-Saving Success for Two Central New York Institutions

Two not-for-profit organizations located in Central New York, each with its own distinct mission, discovered that switching to a new telephone service can save hard-sought dollars – money that can instead be utilized to further mission-critical goals.

The Oncenter Complex meeting and convention facility in downtown Syracuse and Paul Smith's College (PSC) in the Adirondacks were among the first organizations in the nation to try the latest voice service offering from Time Warner Cable Business Class (TWCBC). Both made the switch to Business Class PRI, an IP-enabled telephone service created for larger organizations, and the result has been a significant upgrade to their telecommunications infrastructure.

Business Class PRI offers up to 23 simultaneous voice calls per two-way trunk, using an industry-standard primary rate interface T-1. Since the service is carried over TWCBC's high-speed fiber optic network, Business Class PRI offers exceptional voice quality and reliability. Best of all, when bundled with Dedicated Internet Access or other fiber-based data services, Time Warner Cable Business Class provides a cost-effective solution.

Furthermore, Business Class PRI customers can retain their existing PRI-compatible phone systems, ensuring a seamless switch to TWCBC from another provider.

"We were eager to offer Business Class PRI, because it gives mid-sized to enterprise-sized customers the telephone service they need," said Joella Wind, vice president, Time Warner Cable Business Class in Central New York. "Affordability and reliability have always been our hallmarks, and those features are showcased through Business Class PRI."

### AT THE ONCENTER, THE SHOW MUST GO ON

In one week, the Oncenter Complex might host 20 different business, entertainment or sporting events. With three facilities – a convention center, an arena and a civic center – the Oncenter draws about 850,000 people each year.

Eric Schuster, Vice President of Operations, manages the infrastructure needs for the Oncenter Complex, a not-for-profit organization created by the Onondaga County government to operate and promote the three-building facility.

With constant and dynamic logistical challenges, the Oncenter requires a versatile and reliable IT and telecommunications platform. Those services include Internet access, wireless data coverage for its meeting rooms and show halls, and blocks of telephone numbers for use by its corporate customers during special events. Thus, its vendors must show the same commitment to versatility, reliability and overall service quality.

"We're a 24/7 operation. We just do not stop around here," commented Schuster. "The Oncenter is a showcase facility and having reliable service is a must."

While its phone service provider at the time handled the required phone capacity, Schuster noticed that customer service was becoming increasingly lackluster – especially when the Oncenter had a time-sensitive question or a need demanding quick resolution.

Schuster explained: "Our former provider was based locally until the area office closed. I think their nearest operation to us today is somewhere in the Midwest, and that can be a problem if you have a need in the middle of the night."

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Eric Schuster, Vice President of Operations, Oncenter Complex



The Oncenter Complex was one of the first organizations in the nation to install Business Class PRI, an IP-enabled telephone service.



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**Ken Whitelaw**  
**Director of IT, Paul Smith's College**

#### About Time Warner Cable Business Class

Time Warner Cable Business Class, a division of Time Warner Cable (NYSE: TWC), offers a full complement of business communications tools to small- and medium-sized businesses and enterprise-sized companies. Its data, voice, video and security solutions are enhanced by award-winning customer service and local support teams. Time Warner Cable Business Class was founded in 1998, offering high-speed Internet service as Road Runner Business Class. Today, it serves more than 280,000 business customers in Time Warner Cable's 23 divisions.

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The Oncenter was happy with Dedicated Internet Access via TWCBC's wholly-owned network. So, based on that experience, Schuster approached Time Warner Cable regarding its voice solution – Business Class PRI. Now he receives a cost-effective communications service that also includes Dedicated Internet Access on one, consolidated monthly bill. The Oncenter is saving approximately \$1,000 per month compared to its previous provider. He and his team also take advantage of TWCBC's locally-based customer service capabilities, which has eliminated the responsiveness problem.

“I know I can pick up the phone or send an email to TWCBC, and the response is immediate,” added Schuster. “They are able to quickly handle any situation, and that is very comforting for me.”

For 320 distinct telephone numbers, TWCBC connected three PRIs into Oncenter's existing PBX system – two for daily use, and the other for overflow during major events. The system has worked very well, Schuster stated.

“We're a not-for-profit organization, so we're always looking for ways to decrease operational costs without compromising quality,” he explained. “TWCBC helped us do just that.”

#### A COLLEGE'S LESSON IN FRUSTRATION LED TO A POSITIVE CHANGE

Few U.S. colleges can compare to the lifestyle, location and curriculum offered by Paul Smith's College – the College of the Adirondacks. It is a private, 950-student school with 200 faculty and staff, in a rural area just 40 miles from the Canadian border.

PSC admissions are based on a rolling schedule, which keeps the admissions office busy year-round and the phones ringing constantly. But PSC's commitment to personal, one-on-one attention is breached when basic telecommunications services falter.

“There are few business communications providers in our area of the state,” said Ken Whitelaw, Director of IT. “We were finding that we did not have the communications infrastructure to meet our needs.”

Dropped phone calls and heavy static on the line were leading to missed opportunities and a damaged reputation, especially when trying to attract interested students and their parents. Unfortunately, PSC was too often facing serious telecommunications problems with its previous provider. Even the installation of a new PBX system and equipment did not alleviate the difficulty.

By the summer of 2008, Whitelaw was identifying alternate solutions to solve lingering service and quality issues. Having already added Dedicated Internet Access from TWCBC, to gain a much-needed bandwidth boost, PSC next turned to Time Warner Cable for a communication solution that would eliminate existing problems and satisfy their anticipated needs. Upon learning about Business Class PRI, Whitelaw was quickly convinced it was the right choice for PSC.

“We needed better line quality and digital infrastructure, but the ability to bundle our services and gain significant cost savings was attractive, too,” recalled Whitelaw, who ordered two PRI trunks to accommodate the daily telephone traffic to and from students, staff and the school's two 800 numbers.

Also resolved were PSC's lingering problems with dropped calls and other service quality issues. “Thanks to TWCBC, we now have a telephone service that facilitates quick and reliable communication with students and their families,” Whitelaw observed. “Without a doubt, Business Class PRI is essential to our success. And the cost savings are really significant.”

*For more information about Time Warner Cable Business Class products and services, visit [www.twcbc.com/centralny](http://www.twcbc.com/centralny) or call 1-877-636-FAST*