

XO Communications

- Situation** XO Communications is a national telecommunications company providing businesses with a one-stop solution for local, long distance, multi-line, call routing, messaging and Internet service needs. XO is a leader in IP telephony and was launching a new suite of products in the rapidly expanding VoIP market. To convey the innovation and quality of its technology and solutions to its audiences, XO turned to Channel Communications.
- Solution** Based on the experience and momentum XO had with VoIP, we recommended that the company take a “thought leadership” position in its marketing. We created a “VoIP Learning Center” on the XO website as well as campaigns that drove prospects to landing pages for valuable information. Our positioning was based on a simple but compelling message to business owners—“We’re making VoIP easy to understand and appreciate, so you can choose our solutions with confidence.”
- Our work also highlighted the fact that customers could upgrade their current systems to VoIP without any upfront investment, realize bottom-line savings, simplify their telephony with one vendor, gain greater system flexibility and benefit from XO’s proven reliability.
- We created the tagline “Join the XO Evolution” which anchored an integrated campaign that included direct mail, print, landing pages, collateral and on-demand webcasts. Messaging focused on “evolving” and advancing business communications through imagery and case studies of business owners who made the switch to VoIP.
- Result** Our branding work was well-received and has since been applied to other product offerings from XO. A lead generation program was instrumental in sourcing many leads for the XO sales team; in addition, the webcast series and a “VoIP for Dummies” book offering were successes in reinforcing XO’s position as an industry leader.

- o positioning and campaign tagline
- o branding strategy boards

XO gives business owners an easy, painless decision to upgrade and evolve their business communications with VoIP: no up-front investment, real bottom-line savings, more system flexibility and proven reliability.

We're making VoIP simple to understand and appreciate so business owners can choose VoIP with confidence, and take back control of their business communications for their future success.

JOIN THE XO
EVOLUTION



Research Modes Used:

- Key Stakeholder Interviews
- Competitive Brand Benchmarking
- Customer Testimonials

XO Communications Suite of IP Telephony
— Branding and Marketing Communications



BRAND STRATEGY

VoIP—BRANDING THEMES

To learn more about VoIP communications, visit our Online Learning Center.

Learn it. Try it.



XO Communications Suite of IP Telephony
— Branding and Marketing Communications



XO Communications Suite of IP Telephony
— Branding and Marketing Communications



BRAND STRATEGY

VISUAL BRANDING TREATMENT



HEADLINES AND MEASURABLES

Be on the forefront of the future.

As the future of business do the advantages of XOptions Flex.

The future of business continues with XOptions Flex.

Break free from the oppositional vendors.

Eliminate multiple communication charges, spare your existing Flex.

Liberate your bottom line.

Become a part of the simple XOptions Flex.

Does your current phone system need saving?

Adapt your business communications from extinction.

In the brave new world of business communications.

Go with the proven provider.

XO Communications Suite of IP Telephony
— Branding and Marketing Communications



BRAND PROMISE

XO gives business owners an easy, painless decision to upgrade and evolve their business communications with VoIP: no up-front investment, real bottom-line savings, more system flexibility and proven reliability.

We're making VoIP simple to understand and appreciate so business owners can choose VoIP with confidence, and take back control of their business communications for their future success.

BRAND CAMPAIGN THEME AND TAGLINE

**JOIN THE XO
EVOLUTION**



PRIMARY MESSAGE

Take back control of your business communications.

- o dm self mailer and post-cards

As the future of business communications becomes clear, so do the advantages of XOptions® Flex.

The age of IP communications is upon us and the award-winning XOptions Flex* uses Voice over IP (VoIP) technology to provide a simple, scalable bundle of voice and data services—exclusively for businesses. All on one invoice from a single provider for a flat monthly rate**. Plus, there's no up-front capital requirement, and it's compatible with most existing phone equipment. Incredibly simple to execute and manage, XOptions Flex is more than an upgrade. It's an evolution.

Save your phone from extinction.



JOIN THE XO
EVOLUTION 

In the brave new world of VoIP, it's survival of the fittest.

XOptions® Flex



Get your free copy of *XO Communications VoIP For Dummies®*

See how to get your business started with VoIP, how it works, and why it saves you money with this 64-page primer. Visit www.xo.com/learnnow, call 866.900.1741, or fill out and return the attached Business Reply Card today for your free copy.

Discover how to:

- Use VoIP for your business phone and Internet service
- Simplify network management and converged networks
- Increase productivity with VoIP features
- Demonstrate VoIP's advantages to management

JOIN THE XO
EVOLUTION 

Call toll-free 866.900.1741. In minutes of traffic travel over the Internet, you can evolve your small business communications.

Evolution has its costs. But they're not nearly as high as being left behind.

JOIN THE XO
EVOLUTION 

Learn how to *calculate TCO* for business VoIP services with a free webcast from XO and Cisco. Visit www.xo.com/voip102 to view *VoIP 102—Calculating VoIP Total Cost of Ownership*.



VoIP is here.
Evolve your thinking accordingly.



JOIN THE XO
EVOLUTION 

Learn the *What, How and Why of VoIP* for your business with a free webcast from XO and Cisco. Visit www.xo.com/voip101 to view *VoIP 101—Crash Course for Small Business*.

Evolution begins with education.

Get the bottom line on evolving your business communications.

VoIP 102—VoIP Total Cost of Ownership from XO and Cisco
Part II, *VoIP for Small Business* Webcast Series

It pays to learn about VoIP. Find out just how much with this on-demand webcast at www.xo.com/voip102. Learn how to calculate and compare TCO components for business VoIP services. Leading consultant, John Macario, examines the short- and long-term costs of implementing various types of VoIP services. Visit www.xo.com/voip102 today!



Get a **FREE** copy of "Total Cost-of-Ownership (TCO)" report when you view this on-demand webcast.

Go to www.xo.com/voip102 now for your free education on VoIP.

Simply visit www.xo.com/voip102 to evolve your business communications with the latest tools. XO and Cisco solutions make the benefits of IP Communications a reality for businesses.

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o dm self mailer

o dm self mailer poster promoting the webcast series

Agonizing over all of your telecom technology options?

JOIN THE XO EVOLUTION 

Take the Telecom Stress Test inside—it's the first step to fast relief.



Telecom Stress Test Ignore the early warning signs.

Telecom Stress Test Question 1
Q: Investigating new telecommunications technology gives me:
 Tension headaches
 Dizzy spells
 Feelings of hopelessness

Telecom Stress Test Question 2
Q: After reading the fine print on multiple telecom system, maintenance and service agreements, I have:
 Blurred vision
 Eye strain
 Total confusion

Break free from the oppression of multiple communications vendors.

Business communications is evolving and XO Communications is leading the way with the most advanced business VoIP solution—XO Options Flex. It's the most complete and easiest-to-use package of solutions for your business, including unlimited local calling, an extra-generous long distance and inbound toll-free minutes, and Internet calling. All consolidated on one single provider. For a flat monthly rate*.



Take back control of your business communications.

JOIN THE XO EVOLUTION Xo.
XOptions®Flex—the business communications bundle

What is VoIP?

Voice over Internet Protocol (VoIP) is a method for taking analog audio signals—like the kind you hear when you talk on the phone—and turning them into digital data that can be transmitted over any digital network, such as a LAN, WAN or the Internet. With this revolutionary technology, audio can travel over the same network as your data.

VoIP LEARNING CENTER

To learn more about VoIP and how it is changing business communications, visit our Online Learning Center at www.xo.com/teamvoip.

Medical Supply Company

With five offices in the New York metro area and 100+ clients nationwide, managing communications with multiple vendors—was a challenge. But after switching to XO Options Flex, the company gained cross company location instant access to the same features and benefits of unlimited local and premium long distance calling, plus the ability to cut costs when dealing with their own local calling area.

Save your bottom line. mention, your time.

Using permanent local calling rates, with XO Options Flex local calling to the tree, and an all-inclusive long distance and inbound toll-free minutes for most businesses, means no more separate charges. And, XO Options Flex offers more than 25 features including voicemail, three-way calling, and hunt groups. Plus, with XO Business Center, the Business Attendant, Business Call Center and more, save time by using the XO Business Center to your account. You can do everything from view and to check trouble ticket status. This full suite of features also includes Online Feature Management, so you can configure your voice features, change and more.

Go with the proven provider. Evolve without risk.

XOOptions Flex is the award-winning integrated services solution from XO Communications, the market leader in bundled communications. We've been carrying and delivering services using VoIP technology for over four years. We use our own national private IP network so we can manage, monitor and control the path of every call. For added security, all voice calls travel over a dedicated IP connection rather than the public Internet. In fact, XO delivers more than 10 billion minutes of traffic a year over our national IP network.

Join the XO evolution today.

Call 866.963.9656 or visit www.xo.com/flex for more information. And evolve your business communications with confidence.



We've cracked the code on the next generation of business communications.



JOIN THE XO EVOLUTION Xo.
XO®Managed IP-PBX—at the forefront of the IP evolution

Boost productivity and trim costs with XO® Managed IP-PBX.

IP telephony is the future of business communications. That's why proven provider XO Communications has partnered with leading PBX supplier, Avaya Communications, to bring you a complete VoIP solution.

Benefits at a glance

- Seamless:** Secure communications for multi-site networks, delivered over standard telephone, ISDN/Ethernet IP backbone.
- Your data is segregated from other users and the public Internet.**
- Intelligent:** Routing intelligence resides in the network, not the individual user equipment.
- Managed:** Customized management levels to fit your specific business requirements, including options for All-inclusive, Pay-as-you-go and premium equipment (CPE).

It's one simple bundle of voice and data communications designed to meet all your needs. Includes local and long distance calling, unlimited long distance and inbound minutes, Internet access and web hosting. All managed and billed from one vendor, one invoice. XO handles everything from phones and the network to the maintenance. Plus, there's no capital investment required. So you can spend your time and money growing your business.

Competitive performance

XO offers competitive Service Level Agreements (SLAs) on packet loss and jitter. You get 100% availability, 99.8% packet delivery and Latency rates of 65 milliseconds. Our SLAs also provide for fault resolution within four hours.

Positive

- Suitable bandwidth demand options from DS1 to OC48.
- Broad range of Ethernet options, including Gigabit and 10GbE.
- Any-to-any, fully-meshed topology.

Cost effective

- Better utilization of existing facilities.
- Fewer WAN and data exchanges over same circuits.
- Simplified connections to match requirements of each location.
- Realize the benefits of IP convergence. All-inclusive rates make it easy to deploy integrated voice and data services across multiple locations and branch locations. With the XO Managed IP-PBX, you can integrate the award-winning telephone, Internet, data and web hosting services with the same provider, taking advantage of a cost-effective, easy-to-manage converged solution.

Ad agency gets creative with IP-VPN

A large national advertising agency wanted to replace an aging IP-VPN network, and provide more bandwidth to support their growing staff and users. The network upgrade included adding a new router and a new server, and the instance to expand their range of client services for all 10 offices in 10 states. The agency chose XO Managed IP-VPN, which provides Full-Bandwidth IP-VPN services to its 10 locations. Full Ethernet for headquarters, and DS3 and T1 circuits for its remaining nine locations. It also allows the agency to run multiple campaigns on the agency network.



JOIN THE XO EVOLUTION Xo.

It classifies, secures and routes your traffic. It's the intelligent network.



JOIN THE XO EVOLUTION Xo.
XO® IP-VPN—the intelligent network

Lower operating costs. Secure network access. Faster application deployment. Network-based intelligence. Reap the benefits of IP convergence.

With XO® IP-VPN, you get a network-based Wide Area Networking (WAN) solution that connects multiple locations with more bandwidth for less dollars, faster application deployment and lower network operating costs than traditional circuit-switched networks. The XO private IP network helps protect your data from the congestion and security risks of the public Internet. Plus, you reduce costs by consolidating your voice, data and video networks onto a single IP-based platform.

The intelligence that routes your application traffic resides in the XO network. The network segregates, secures and routes your traffic via the latest MultiProtocol Label Switching (MPLS) technology, universal site-to-network connect and access options ranging from T1s to Multifiber Ethernet. So there's no need to purchase, install and maintain expensive equipment to enjoy the benefits of an XO IP-based platform.

What is VoIP?

Voice over Internet Protocol (VoIP) is a method for taking analog audio signals—like the kind you hear when you talk on the phone—and turning them into digital data that can be transmitted over any digital network, such as a LAN, WAN or the Internet. With this revolutionary technology, voice traffic can travel over the same network as your data.

VOIP LEARNING CENTER

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Consolidate your voice and data lines.

XO Managed IP-PBX allows businesses to take advantage of the increased efficiency and significant savings of IP-based technology. With the proven experience of XO and Avaya, you get dependable service, a comprehensive menu of telephone and internet-based services customized to meet the unique needs of your business. Avaya's voice and data integration from traditional telephony to the advantages of IP telephony in one comprehensive solution. So you can boost productivity with an Avaya IP-PBX, and take advantage of XO's unique, flexible feature the Dynamic Bandwidth Allocation, that automatically provides faster data speeds when voice lines are not in use.

We depend on XO for everything.

A long-standing financial services company recently tripled its customer base, from 100 to 300 users. As the small office grew, so did its bandwidth needs. The enormous increase in call volume, however, caused problems for the company's original telephone system and service.

After evaluating several options, the company realized that the best way to manage its communication needs was to move to a managed IP solution. XO managed everything else, from the connection to the network and internet.

JOIN THE XO EVOLUTION Xo.

- o print advertising
- o campaign landing page

Save your business communications from extinction.



XO Communications VoIP for Dummies

Get your FREE copy of XO Communications VoIP for Dummies. Call us for your free copy.

www.xo.com/flex

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The age of IP communications is upon us and the award-winning™ XOptions® Flex from XO Communications uses over IP (VoIP) technology to provide a simple, scalable bundle of voice and data services inexpensively for business. All on one invoice, from a single provider, for a flat monthly rate. ** Plus, there's no up-front investment, because it's compatible with your existing equipment. Incredibly simple to execute and manage, XOptions Flex is more than an upgrade. It's an evolution.

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* XOptions Flex won Internet Telephony magazine's Excellence Award for 2005.
**Flat rates vary by market. Limits apply.

Evolution has its costs. But they're not nearly as high as being left behind.



Fig 1. Mauritus Dodo (extinct)

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XO Carrier Voice Services

Welcome to the future of business communications! Prepare to simplify and save.

For your free copy of XO Communications VoIP for Dummies® and instant access to our VoIP Learning Center, simply provide the information and hit "Submit." You will be automatically taken to the VoIP Learning Center for a free education on the power of VoIP.

* Offer valid for U.S. addresses only. Please allow 3-5 weeks for delivery.

All fields required. Please include the correct mailing address to ensure proper delivery of book.

First Name Last Name
 Title
 Company
 Address
 City State Zip Code
 Email Phone

Yes, sign me up to receive notifications, promotions, offers, events and news from XO Communications

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All submissions will be treated in accordance with the XO Privacy Policy.