

# Conneaut Telephone

## C15 Enabling New Solutions for Small & Medium Businesses

### Customer

Organized in 1897 in OH, Conneaut has continued to evolve from one of the first companies to deploy a digital DMS switch, to now in 2014, providing residential, cable, and hosted business services over fiber.

### Challenge

Conneaut Telephone knew that the traditional access and FCC revenues would soon decline, triggering the need for a new business model. Their TDM switch failed to integrate with their fiber optic build out strategy and limited their ability to offer triple play solutions to their customers. In addition, seeking new customers through advanced applications was not feasible on their current platform.

### Solution

After extensive business modeling targeting new business customers, Conneaut selected Ribbon's C15 call controller to help it migrate to the IP marketplace. Conneaut valued the extensive Centrex IP solution that the C15 provided and viewed that as the ideal vehicle to approach small and medium business with a hosted business voice and application solutions model.



### Testimonial

"The Ribbon C15 provided the perfect blend of technology we needed to retain our legacy TDM copper customers, while helping us ramp up to a new, IP-centric product line for enterprise customers and for residential fiber-to-the-home buildouts. To gain this flexibility with technology and not be required to learn a new provisioning system was huge for us. We were able to keep our legacy copper business while vaulting over the competition with IP."

*Ken Johnson, General Manager*

Conneaut's strategy to offset declining FCC funds was to become a virtual IP PBX solution provider. They changed their solution offering by enabling an IP core with the C15. They bundled advanced applications and commercial strategies to approach businesses on the value proposition and cost savings that can be achieved by leveraging the Conneaut Telephone technology.

In addition, Conneaut has embraced the role of selling applications. Everyone at Conneaut is a sales person. Conneaut embraces their market, making sure they understand their customer's needs, so the technical and commercial offering will align to both party's success.

### Results

Conneaut's investment into the Ribbon C15 enabled an immediate return on investment with implementation of their first major enterprise. Subsequent business has only continued to strengthen the market for Conneaut Telephone. The company anticipates 14% growth in 2014.

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