



NIXON PEABODY^{LLP}
ATTORNEYS AT LAW

Industry Focus: Legal

Employees: 1,600

Location(s): 17

PAETEC Solution:



Business Continuity



Communications

Web Site: www.nixonpeabody.com

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is right at my
fingertips.”

Ted Scardino

Infrastructure Architect

Nixon Peabody

PAETEC Provides Nixon Peabody Personalized Solutions

About Nixon Peabody

Nixon Peabody LLP is recognized as a Global 100 law firm, one of the largest in the world, with approximately 700 attorneys collaborating across offices throughout the U.S. and in European and Asian commercial centers. The firm is dedicated to providing extraordinary service and value – all the time – to each of its clients, from Fortune 500 corporations to global banking and financial institutions, name-brand retailers, emerging entrepreneurs, and world-class research institutions. Nixon Peabody’s size, diversity, and advanced technological resources enable it to offer each client comprehensive legal services and a go-to team – right at the firm, around the corner, and across the globe.

The Challenge

Nixon Peabody had been using seven different telecommunications providers, which created a complex environment with regard to support, billing, and management issues. “It became one of our biggest IT challenges,” said Ted Scardino, infrastructure architect at Nixon Peabody. In addition to being very inefficient, the aggregate cost of using so many vendors proved to be very high. Nixon Peabody required a solution that reduced costs significantly, increased control and reliability, and streamlined billing – all in a more simplified environment.

“By eliminating 29 PRIs, we also eliminated 29 phone bills for our various remote locations that we previous had to manually review and pay.”

Ted Scardino
Infrastructure Architect
Nixon Peabody

The Solution

Scardino and his team at Nixon Peabody performed research that showed how contracting with a single vendor using modern technology, such as SIP, would be much more cost effective than using multiple vendors. The firm decided it was time to make a change to a single provider leveraging today’s technologies. After requesting bids from a number of vendors, Nixon Peabody chose PAETEC.

“We evaluated the bids, we made some reference calls, and PAETEC won it hands down,” remarked Scardino. “While pricing was a priority, we ultimately chose PAETEC because they had a proven history of service and reliability. In addition, PAETEC clearly understood the SIP product offering and was able to articulate its benefits in a very clear and concise way.”

Nixon Peabody now utilizes a number of PAETEC products, including Dynamic IP SIP Trunking with Virtual Telephone Numbers (VTNs), Ethernet Local Loop, and MPLS VPN.

The Benefit

By making the move to PAETEC, Nixon Peabody addressed the issues associated with multiple providers. Working solely with PAETEC has improved the cost structure, provided more reliability, and given the firm more control by eliminating the need for multiple phone service vendors.

Nixon Peabody is also enjoying the benefits of one-stop, efficient customer service. “With PAETEC, my account rep is right at my fingertips,” said Scardino. “He gives me quotes almost immediately whenever I request them. If we have an issue, it’s dealt with



PAETEC PROVIDES NIXON PEABODY PERSONALIZED SOLUTIONS

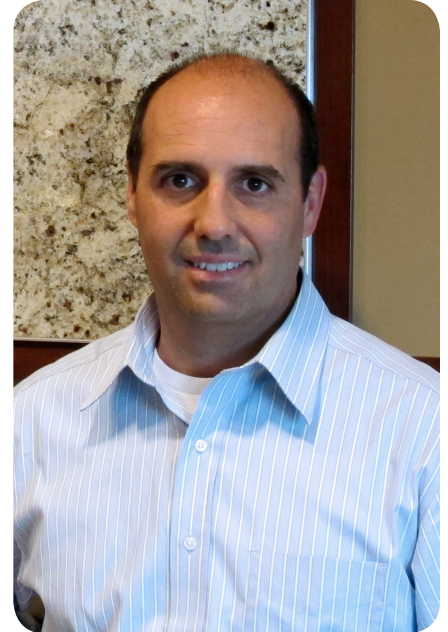
“Not only is our SIP Trunking service costing us 50% less than our old PRIs, but the reduction in administrative work from having less bills to review has, in turn, improved productivity for the firm.”

Ted Scardino
Infrastructure Architect
Nixon Peabody

quickly and we don't need to get a million people involved. Additionally, and perhaps most importantly, my rep understands PAETEC's products.”

One of the products Nixon Peabody's PAETEC rep understands quite well is Dynamic IP SIP Trunking. SIP Trunking provides a Session Initiation Protocol (SIP) interface directly to a customer's VoIP-enabled PBX, reducing unnecessary conversions and costs. With PAETEC Dynamic IP SIP Trunking, customers' calls are routed over the PAETEC IP network, which is backed with Service Level Agreement guarantees. In addition, PAETEC's network gateways will automatically convert and route calls originating from or terminating to the legacy public switched telephone network (PSTN), providing a seamless VoIP/PSTN transition and elimination of on-site gateway costs.

SIP Trunking offers numerous advantages over traditional local services. For instance, SIP Trunking provides the ability to handle hundreds of concurrent calls on a single trunk while traditional PRIs provide up to only 23 calls per trunk. In addition, PAETEC offers free site-to-site calling between Dynamic IP locations, eliminating the need for customers to create elaborate interoffice dialing plans. PAETEC also provides Dynamic IP customers with least cost routing, which allows for free long distance calls to be made between any cities in which Dynamic IP customers have sites. With PAETEC Dynamic IP SIP Trunking,

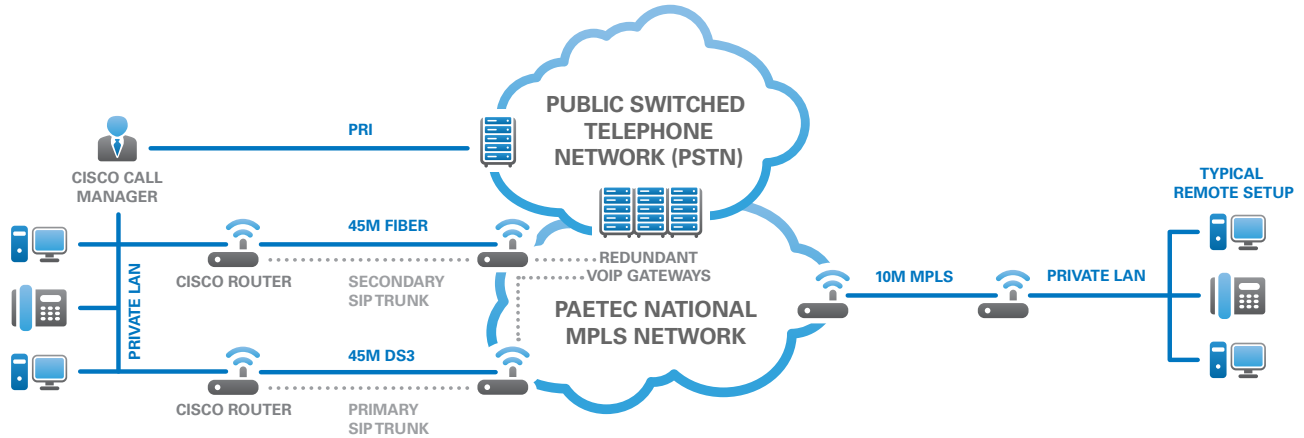


Ted Scardino
Infrastructure Architect
Nixon Peabody

businesses utilize an integrated data and voice network with dynamically allocated bandwidth, allowing for both data and voice traffic to occupy the bandwidth as needed.

Nixon Peabody decided to choose PAETEC and its Dynamic IP SIP Trunking service because the firm had an IP voice platform and it wanted to leverage the technology. “SIP is huge to us,” said Scardino. “We made a large investment in the platform and SIP was a logical progression on it.”

PAETEC PROVIDES NIXON PEABODY PERSONALIZED SOLUTIONS



SIP Trunking has already created a huge cost savings for Nixon Peabody due to the fact that the firm was able to consolidate its network from 29 gateways down to three. "By eliminating 29 PRIs, we also eliminated 29 phone bills for our various remote locations that we previously had to manually review and pay," Scardino said. "Not only is our SIP Trunking service costing us 50% less than our old PRIs, but the reduction in administrative work from having less bills to review has, in turn, improved productivity for the firm."

PAETEC's Dynamic SIP Trunking has also helped Nixon Peabody to build a more reliable network. "Not only has SIP Trunking reduced the technical complexity in our network, it has also allowed us to build redundancy in our network," said Scardino. "We have triple redundancy in the implementation that we installed."

Solution Personalized for Nixon Peabody:



Business Continuity Solutions

- Ethernet Local Loop
- MPLS VPN



Communications Solutions

- Dynamic IP SIP Trunking with VTNs

About PAETEC

PAETEC (NASDAQ GS: PAET) is personalizing communications for business-class customers across the United States. We offer a comprehensive suite of data, voice, and IP services, as well as enterprise communications management software, network security solutions, CPE, and managed services.

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