

CORPORATE CASE STUDY

BPG Properties

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David Carroll, VP Director of Information Technology, BPG Properties, Ltd.

THE OPPORTUNITY

BPG Properties, Ltd. (BPG) is a private equity real estate fund manager with a well-established track record in the acquisition, development and investment management of major property types throughout the United States. Since its establishment in 1980, BPG has excelled at building value in a broad range of real estate ventures on behalf of its institutional investment partners. BPG manages properties ranging from office buildings and industrial properties to multi-family housing – each property benefiting from BPG’s signature direct operating approach. BPG directly operates assets without the use of third party operating partners, thus providing its investors with a higher yield and lower risk profile.

BPG’s IT department, led by David Carroll, the VP Director of Information Technology, is responsible for managing the IT infrastructure up to and including each and every computer desktop in the company. Dave’s group also recently began to oversee the company’s phone systems, including WAN and LAN network management. With more than 70 multi-family properties nationwide, it was essential for BPG to have a solid communications infrastructure that would allow the company to consolidate its network assets to achieve costs savings for its overall voice and data needs.

With this initiative in mind, BPG sought service from a reputable network solutions provider that could bridge together the company’s core voice and data communication requirements for both its multi-family and commercial property businesses. Specifically, BPG was looking to save on long

distance toll calls between its corporate and regional offices; and sought to omit costly local access loops for each Primary Rate Interface (PRI) that went into each office.



THE SOLUTION

BPG’s vendor selection process started with establishing three solid goals. The first goal was to find a flexible, reliable communications provider that could provide cost savings for the company. The second objective focused on network reach, which would require the chosen communications provider to be able to provide service nationwide to BPG’s commercial business sites (20 in all). The final task was to consolidate its network by migrating BPG’s traditional analog services to VOIP and to save money.

In order to reduce long distance toll charges between BPG’s corporate and regional offices, BPG was particularly interested in exploring a SIP trunking solution that would consolidate its voice and data infrastructure needs while further strengthening the entire communications network across the enterprise.

One Source Networks (OSN), a facilities-based, carrier agnostic network solutions provider, was among the vendors evaluated by BPG during its voice and data network solutions process, and ultimately became the vendor of choice for the property management company. In addition to positive, pre-established partner relations with Joe Offshack, OSN's Vice President of Sales East, OSN was also offered the potential for the highest costs savings to BPG – thus achieving David Carroll's number one goal.

“Choosing One Source Networks as our voice and data solutions provider was an easy decision. There was a significant amount of savings upfront and in some cases, a full Return on Investment (ROI) was achieved in less than one month,” remarks Carroll. Overall, BPG achieved a costs savings percentage totaling 43% on its network spend and a 65% annual reduction on its voice expenditures.

How exactly did OSN help BPG to achieve significant cost savings? First, the implementation of OSN's SIP trunking VOIP solution allowed BPG to replace its traditional phone services and eliminate toll charges for calls between BPG headquarters and remote offices. The SIP trunking implementation also allowed for pooling of minutes designated for off-net calling, and the removal of loop costs for Primary Rate Interfaces (PRIs) by leveraging BPG's Internet and MPLS infrastructure, also designed and implemented by One Source.

Additionally, POTS line charges were removed and replaced with cost-effective DID services. OSN's Multi-Protocol Label Switching (MPLS) technology integration within all BPG sites provided additional cost savings for BPG while providing a customized billing structure in order to ensure that the proper cost centers were invoiced for their individual property connections and VOIP services.

Finally, OSN was able to demonstrate the dedication of its highly focused support team to quickly implement a consolidated Voice over IP (VoIP) and data communications network when BPG had an immediate requirement. When the on-

site PBX at a multi-tenant property failed, leaving its local leasing office completely without service, OSN came through to rapidly implement SIP trunking by pre-provisioning SIP phones, shipping overnight, and subsequently enabling the site and the property to return to full function the next day.

“Without a doubt, OSN has greatly contributed to the overall success of our company's ability to implement new voice and data solutions across our company in a very short amount of time.”

David Carroll, Director of Information Technology, BPG Properties, Ltd.

THE RESULTS

BPG Properties is extremely pleased with their vendor choice not only due to the cost savings they are experiencing month-to-month, but also due to the speed with which the services were designed and implemented, as well as the responsiveness and flexibility of the OSN team in addressing their unique requirements.

“What is very attractive about OSN in our particular case is that their services are custom designed to address our two different entity requirements: multifamily and commercial. OSN is able to take some of our sites and provide a cost-effective, quality SIP trunking solution; while other sites are serviced through a hosted on premise service,” comments Carroll. “And what is neat about OSN is that the company is able to use both of types of VoIP solutions – Hosted and SIP - simultaneously, and make them all appear as one for the entire network of BPG sites.”

BPG looks forward to utilizing more of OSN's services in the near future, such as Virtual PBX (OSN's hosted solution), and extended SIP trunking implementation. “Working with OSN is an evolutionary process in that we can expand to

utilize more of its services to further maximize the efficiency of our communications infrastructure. We like to know that all of OSN's services are readily available – whether for us to utilize on a trial basis, or subscribe long-term – it's nice knowing all of the options we have with OSN," concludes Carroll.

Presently, BPG is in the midst of converting yet another of its corporate locations over to SIP trunking. Additionally, the company is assessing each of its multifamily properties, and converting their existing telephony platforms to a completely hosted SIP environment.

ABOUT ONE SOURCE NETWORKS

One Source Networks provides managed voice and data solutions to Fortune 1000 businesses, delivering ubiquitous access to cloud-based voice, video, security, and computing applications that power a mobile, global workforce. The company combines its own fully redundant global network infrastructure with over 150 best of breed global suppliers to offer customizable, cost-effective, and scalable communications solutions. Ranked as the #1 telecommunications provider by the 2011 Inc. 500 annual list of America's Fastest-Growing Private Companies, OSN delivers all of its solutions to its clients under one contract, with one account and service team, on one invoice.

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