

CORPORATE CASE STUDY

Clear Channel Communications, Inc.

“It was great to find a local company that provides global solutions. It is clear that One Source Networks has strong relationships with over 120 network providers around the world that they effectively leverage to deliver amazing, custom-built, professionally engineered solutions for their customers.”

Rick Moore, Dir. Global Communication of Clear Channel Communications, Inc.

THE OPPORTUNITY

Clear Channel Communications, Inc., is a global media and entertainment company specializing in mobile and on-demand entertainment and information services for local communities and premiere opportunities for advertisers. Based in San Antonio, Texas, Clear Channel businesses also include radio and outdoor displays, and the company is the largest billboard distributor in the world. With a companywide mission to provide outstanding entertainment and information products and services to its communities, and effective solutions to its advertisers, Clear Channel sought to find a voice and data services company that would provide a custom Interactive Voice Response (IVR) and Direct Inward Dial (DID) solution to support a new emergency broadcast initiative. The solution would involve setting up a new telephone number in each Clear Channel local market around the country to enable local emergency services groups to contact the Clear Channel radio stations in case of an emergency for prompt delivery of news to the local community. The new emergency broadcast service would proactively update listeners on what to do, where to go, and more in the event of floods, tornadoes, or other natural disasters that may affect their local area.

It was also important to Clear Channel, as a media leader, to select a provider who would make available a service that would allow the company to remain “one step ahead” of the market, helping

them innovate communication solutions in advance of competitors.

THE SOLUTION

In Clear Channel’s search for a voice and data provider that would accommodate the company’s needs for a custom IVR and DID solution, it found that none of the traditional carriers it contacted were able to offer the solution on a nationwide scale. Clear Channel required a provider who could not only deliver the custom service on a nationwide level, but also one that would be cost-effective, flexible, and offer multiple access technologies to cover all of its locations.



Clear Channel ultimately selected One Source Networks (OSN), a facilities-based carrier agnostic communications solutions provider whose headquarters was also located in San Antonio. Due to its relationships with providers offering a diverse array of access technologies, OSN was the most equipped solution provider to offer a seamless, virtual IVR and DID solution nationwide.

Furthermore, OSN was the most flexible and cost-effective solution presented that was provided by a single source provider.

“One Source Networks stood out among all of the nationwide voice and data providers as the only company able to design and deploy a custom IVR and DID solution that was seamless, proactive, and reliable – not to mention, cost-effective,” commented Rick Moore, Dir. Global Communication of Clear Channel Communications, Inc. “It was great to find a company that was local providing global solutions. It is clear that One Source Networks has strong relationships with over 120 network providers around the world that they leverage effectively to deliver amazing, custom-built, professionally engineered solutions for their customers.”

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Together, Clear Channel and One Source Networks worked to design and build out the custom IVR and DID emergency notification service to allow local emergency services groups to contact all radio stations in case of emergencies. Furthermore, OSN’s solution allows for all calls to

be recorded and emailed to emergency centers, and was eventually implemented for all of Clear Channel’s 185 radio stations. As each radio market differed, it was important that the solution developed and deployed by One Source Networks was custom built to meet the unique needs of each market.

THE RESULTS

With One Source Networks, Clear Channel has not only successfully built out and implemented its coveted IVR and DID solution, but they have also partnered with a voice and data services provider that is trustworthy, reliable and allows for a close relationship in a local (Texas) market.

Since working with OSN, Clear Channel has experienced significant service improvements across all of their voice applications in 185 key markets, and looks forward to unveiling several more solutions.

“One Source Networks has an agnostic network operations center that can work with similar equipment and expand other networks,” continued Mr. Moore. “This provides Clear Channel the opportunity to grow and expand with OSN across multiple types of premise vendors. We are presently working with OSN on several other solutions, including kiosks for airports that will allow users Internet access in the airport, provide travelers with valuable information regarding their flights, and offer voice connectivity – all in one.”

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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