

PRESS RELEASE

David's Bridal Selects One Source Networks to Optimize its Global Voice and Data Network

SAN ANTONIO, TX. August 25, 2011-- [One Source Networks \(OSN\)](#), a facilities-based carrier agnostic communications solutions provider, announces that its managed voice and data solutions have been selected by [David's Bridal](#), the nation's leading bridal and special occasion authority, outfitting one in three U.S. brides.

With more than 300 storefronts and international expansion requirements, David's Bridal sought a solution that could augment its existing MPLS network, and provide the company with reliable, cost-effective backup connectivity that could support real-time applications such as VoIP, its centrally hosted wedding system, and credit card authorizations. With a footprint that spans 49 states plus Canada and Puerto Rico, the company also required expanded coverage of its voice network, additional Internet bandwidth, and increased reliability and quality of service - guaranteed across its entire retail footprint.

"The stakes are high in the wedding business and having high speed access to our central wedding system and full access to all VOIP lines for inbound and outbound calls are two things that are non-negotiable. Though our network outages were infrequent, our secondary network performed subpar, and as our bandwidth needs increased, we knew we had to find an alternative solution. My challenge to the team was to implement a backup network that offered transparent connectivity for about the same cost as our current backup environment," states Caryn Furtaw, CIO for David's Bridal.

After a thorough review of David's Bridal's needs, One Source Networks recommended a turn-key solution that would provide a converged voice and data networking service with wireless Evolution-Data-Optimized (EVDO) to provide network diversity and last mile local loop redundancy for its stores. OSN also implemented a feature that allowed David's Bridal to expand its use of SIP trunking by offering additional DID coverage for its stores while providing additional cost savings. OSN's solution was not only unique, but offered the most ubiquitous coverage at the best rates.

As a result, David's Bridal implemented OSN's EVDO wireless data back-up, which assures network uptime for real-time and transaction-based business, across its retail footprint, as well as SIP trunking service at key retail locations. The solution is bundled with top-notch professional services to ensure that the wireless service integrates with the existing David's Bridal MPLS network, and also offers seamless fail-over to wireless in the event of an MPLS outage. The solution leverages a traditional PBX infrastructure, providing each store five voice lines capable of handling the high-volume of both inbound and outbound calls required by each retail location. This has increased network availability across all retail locations and provides the company with a reliable communications infrastructure that supports the business' growth. Finally, One Source Networks' relationships with over 150 vendors allows David's Bridal to take advantage of diverse dedicated Internet services for its mission critical corporate Internet connectivity, addressing gaps in coverage at the few sites where EVDO service is not available, and offering cost-effective, dedicated connectivity.

"We actively sourced a solution that would provide our retail operations with additional redundancy and adequate bandwidth to support both voice and data over our backup network. One Source Networks not only solved our communication issues by increasing the bandwidth of our backup network and securing optimal connectivity for all storefronts, but they delivered these services to all locations under one contract, one SLA and one invoice," explains Scott Strahler, Director of Technical Services for David's Bridal. "Furthermore, to minimize downtime for our VoIP calling solution, OSN implemented a custom monitoring solution that provides immediate notification as soon as a line drops. This proves invaluable as we are able to be notified of an outage and begin troubleshooting proactively before the issue is reported by our retail employees."



“One Source Networks is pleased to work with David's Bridal to deliver a proven EVDO wireless service across its entire retail and corporate footprint, complemented by a high quality VoIP solution. The VoIP solutions offer extended voice coverage to key stores based on our recommended vendor relationships,” comments Gina Nomellini, Chief Marketing Officer of One Source Networks. “The combination of being able to provide a state of the art backup service for the David's Bridal network and integration of SIP trunking at key locations means we are able to save the company money while increasing network reliability for its entire retail business.”

For more information about One Source Networks and its global voice and data solutions for Fortune 1000 enterprise businesses, visit www.onesourcenetworks.com or email marketing@onesourcenetworks.com.

#

About One Source Networks

One Source Networks provides managed voice and data solutions to Fortune 1000 businesses, delivering ubiquitous access to cloud-based voice, security, and computing applications that power a mobile, global workforce. The company combines its own fully redundant network infrastructure with over 150 best of breed global suppliers to offer customizable, cost-effective, and scalable data 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 voice and solutions to its clients under one contract, with one account and service team, on one invoice.

For One Source Networks media inquiries, please contact Jaymie Scotto & Associates at +1.866.695.3629 or pr@jaymiescotto.com.

About David's Bridal

With more than 60 years of experience dressing women of all ages for life's special occasions, David's Bridal understands the importance of providing brides-to-be with a vast selection of exquisitely crafted bridal gowns and bridal party dresses. Known for outstanding value, fashionable designs and the ease of one-stop shopping, nearly 50% of all brides in the US choose to shop at one of more than 300 David's Bridal stores located across the US, Canada and Puerto Rico. Working with a knowledgeable bridal consultant, a customer can enjoy trying on a wide selection of gowns and dresses in her size with the added convenience that most styles are available to take home the same day. To learn more about David's Bridal, visit www.davidsbridal.com.