

Close Collaboration with TWCBC Helps Superior Telephone Systems Innovate



Measures of Success:

- Ability to build customized communication-integration solutions on a backbone of robust and reliable fiber broadband services
- An edge in competing within specific market segments and for larger deals
- Assurance of quality of services and *support* for Superior's customers
- Confidence in proposing innovative solutions

Started in 1987, Superior Telephone Systems provides telecommunications integration solutions for customers in New York, Massachusetts, and Connecticut. Customers range from small businesses, law firms and medical practices, to schools, nonprofits and municipalities, all with different needs—and budgets.

As Superior Telephone Systems builds high-value solutions to answer those needs, President Dave Jones says that Time Warner Cable Business Class (TWCBC) has been a significant partner.

A strong and seamless business relationship

Superior Telephone Systems joined TWCBC's Business Partner Referral Program (BPRP) in 2013. Today, Superior relies on this relationship—and the TWCBC "toolkit" that includes services such as Metro Ethernet and SIP voice service—to build the framework for its own integration solutions. In fact, as customers' needs continue to evolve, the benefits of participation in the BPRP grow more valuable to Superior—and to its customers.

For instance, according to Superior's Senior Sales Engineer Jim Santoro, having multi-site operations is one of the biggest trends in business today. "TWCBC's fiber Internet lets multiple sites use one shared Internet connection," he explains. Through the BPRP, Santoro can work directly with local TWCBC Account Executives and Sales Engineers to create these solutions—connecting individual sites to a shared TWCBC Metro Ethernet network so all sites can access the Internet via a fiber Dedicated Internet Access (DIA) that TWCBC installs at just *one* of the sites. "That's a big cost savings," Santoro notes.

The flexibility to innovate

As a member of the BPRP, Jones has access not just to TWCBC expertise, but also to a wide range of network options and services. For smaller customers, for example, TWCBC's SIP Trunk Service lets Superior increase customers' calling features but decrease their costs. That's because SIP uses TWCBC's own fiber-rich IP network to deliver a reliable, secure and affordable voice solution for as few as six call paths.

Business Partner Profile:

Company: Superior Telephone Systems, Inc.

Industry: Communication Systems Integrator



Dave Jones, President; Jim Santoro, Senior Sales Engineer, Superior Telephone

"In getting this level of integration, we're going into areas where things haven't been done before. To be on that cutting edge, [we] work with TWCBC [and have a high] comfort level because of TWCBC's sales engineering, implementation and follow-through."

—Dave Jones

Recently, for example, Superior used SIP as the backbone of a cost-effective communications upgrade for a city government. In addition, through the technical support TWCBC's Business Partners receive, TWCBC engineers partnered with Superior to help phone-system maker NEC get its product certified for the Time Warner Cable SIP protocol. Jones says, "that's the kind of relationship we need to support the customer and provide the right customer service. ...It's working very well for us."

Leveraging TWCBC's vertical-market expertise

As a member of the BPRP, Superior Telephone Systems enjoys a single point of contact for accessing resources throughout TWCBC. This helps the company tap TWCBC's expertise in verticals such as government, healthcare and financial services.

TWCBC's presence on so many government contracts is another advantage of the Business Partner relationship. Jones adds, "We can deliver a perfect solution because... TWCBC services—and ours—are on the appropriate contracts."

For Jones, the BPRP relationship has become a two-way street where both Superior and TWCBC benefit. As an example, he recalls collaborating with TWCBC on a major proposal for a bank where the requirements were "very complex, very broad. What TWCBC had to build to provide that level of service was close to amazing." Working together, Superior and TWCBC created a cutting-edge solution and won this major contract.

Delivering more of what Superior wants for its customers

Through the BPRP, Superior can leverage TWCBC expertise during both prospecting and proposal development. For example, in drafting a recent proposal, Superior had recommended a non-fiber-based connectivity solution because the customer's budget was tight. The TWCBC team reviewed the draft and discovered they could actually give Superior's customer fiber-based DIA for just a small amount more than the cost of the non-fiber solution. This enabled Superior to re-write the proposal, win the business and delight the customer with a radically higher level of communications quality and capabilities.

A continuing partnership

Jones is looking ahead to providing hosted services. To do it, he will upgrade Superior's own TWCBC services from the existing 35x5 Business Internet service to high-speed, symmetrical DIA. With a fiber circuit, Jones says he can "offer phone systems in the cloud for small organizations—maybe even for medium [firms that are] in an office for a year and don't want to *buy* a phone system."

In the meantime, Jones continues to leverage his BPRP status, talking almost daily with TWCBC about opportunities to collaborate on providing solutions and customer service. Jones says, "when customers find out what the Superior Telephone-TWCBC technology combination and integration can do, it's a home run."

Learn More

Visit www.superiortelephone.com or call 845-677-2000 to find out more about this TWCBC Business Partner.

Interested in the Business Partner Referral Program?

Visit business.twc/referral or contact your TWCBC Account Executive.



As part of its participation in the TWCBC Business Partner Referral Program, Superior Telephone provides innovative service and support solutions for customers.

"TWCBC's Service Level Agreement guarantee for the customer is really critical. [In addition,] with multiple-site organizations, we have to make sure emergency services can tell from which particular property someone is dialing 911. TWCBC's sales engineer has been very helpful in implementing these services. Terrific job!"

—Jim Santoro

About Time Warner Cable Business Services

Time Warner Cable Business Services, a division of Time Warner Cable, offers a full complement of business communications tools to small, medium and enterprise-sized companies under its Time Warner Cable Business Class brand. Its Internet, voice, television, network and cloud services are enhanced by award-winning customer service and local support teams. Through its NaviSite subsidiary, Time Warner Cable Business Services also offers scalable managed services, including application services, enterprise hosting, and managed cloud services primarily in the U.S. and U.K. Time Warner Cable Business Services, founded in 1998, serves approximately 625,000 business customers throughout Time Warner Cable's service areas. For more information, visit <http://business.twc.com>.