

# Daily Sun Case Study



FairPoint Communications, leveraging its Hosted Private Branch Exchange (Hosted PBX) services, was chosen to bring high-speed data and state-of-the-art voice communications to the *Daily Sun*, a publisher of four regional business newspapers in northern New England.

- **Who:** Daily Sun newspaper publisher
- **Where:** Locations in Laconia, Berlin and North Conway, New Hampshire; Portland, Maine
- **What FairPoint Solutions:** Ethernet, Hosted PBX

*“We were very impressed with the level of technical support given by the full team.”*  
**Adam Hirshan – Publisher of the Daily Sun**

## Business Need

As early adopters of Voice over IP (VoIP), the *Daily Sun* newspaper group used a Hosted PBX delivered over high-speed Internet for several years. But when they changed locations, they discovered the connection was not providing their business with consistent quality.

“Newspapers have very specific data needs,” said Adam Hirshan, publisher and owner. They needed customized routing and porting of the internal network, as well as connections to services outside their offices in order to access applications that store news stories and data. The group operates four locations in Laconia, Berlin and North Conway, New Hampshire; and Portland, Maine; which means they needed the ability to communicate high data traffic to the cloud and among their offices and the ability to remotely control work stations. They also relied heavily on the auto-attendant features of VoIP to relieve the pressure of call screening on their receptionist, freeing up valuable staff time.

“Being connected – to employees, customers, advertisers, etc. – through communications and data is the lifeblood of our business,” said Adam. Every ad placed in the paper – the source of the *Daily Sun*’s revenue – is delivered electronically; nine out of 10 of their business transactions are conducted by telephone or email; and all of news content is accessed via their online content management system.

## FairPoint Solution

“We were looking for a vendor with the right infrastructure to provide the connectivity for our VoIP system to work reliably,” said Adam Hirshan. Adam and his company agreed to be one of the first office applications for our Hosted PBX carried over our Carrier Ethernet Services with 25 seats spanning three locations with symmetrical Ethernet connection. To address their need for consistent quality, FairPoint Communications offered Hosted PBX delivered over a private Carrier Ethernet network, not the open Internet.

“What really counts is the consistency and symmetry – or quality – of a connection, not the number of Megabits of your connection,” said Adam. The strength of this connection is made possible because of

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FairPoint Communications' commitment to bring fiber to the area. Since 2008, we have invested more than \$200 million in our communications infrastructure and technology across northern New England. With more than 16,000 miles of fiber and access to more than 95 percent of all businesses, our network is robust and ubiquitous and is able to meet the demands of some of the region's largest institutions.

Our Hosted PBX service offers many benefits and is customizable based on each business' unique needs. For Adam and the *Daily Sun*, the most important aspects of the solution are:

- the **quality and reliability** afforded by delivery over Ethernet – “It just works, I don't worry about that,” he said
- the **convenience** of the auto attendant feature, which replicates the functionality of a receptionist and saves the business time and cost by customizing and tailoring a business' call flow
- several call transfer and softphone features that enable employee **mobility** via phones, tablets and laptops, is a huge advantage for a multi-location business with reporters, traveling sales teams and other remote job functions

The *Daily Sun* was also looking for the services of a local company that would be able to provide hands-on support at every turn. “We were very impressed with the level of technical support given by the full team and the ability to customize the router that we needed and adjust to our complicated internal network needs,” he said. The *Daily Sun's* technical demands have run the gamut and FairPoint Communications' local client services, sales personnel, engineers and technicians have met them all.

## For More Information

Adam and his team were looking to consolidate their VoIP and data needs across locations unlike ever before. And with FairPoint Communications' Hosted PBX delivered over its Carrier Ethernet network and its ability to serve *Daily Sun* offices with the same reliable infrastructure and service, they were able to meet their ever-increasing need for a flexible, scalable, reliable Hosted PBX and data solution to meet the fast-paced demands of the newspaper industry.

**We can help organizations like yours streamline communications with turnkey Hosted PBX solutions. Contact your local account manager to learn more.**