

SUCCESS STORY

5X TECHNOLOGY



Covad Puts Firm in Touch with Its Customers

Founded in 1998, 5x Technology is a growing IT solutions provider that focuses on information delivery through business intelligence, data warehousing, and data integration. The San Diego-based 5x Technology builds business intelligence solutions using a fully integrated application framework and a talented pool of programmers, consultants, business analysts, and project managers. Maintaining good communication with customers and each other is critical and challenging for 5x's highly mobile 31-member staff. The solution for keeping them all well connected is Covad's ClearEdge Pro voice service.

IMPROVED ACCESSIBILITY. Prior to implementing Covad ClearEdge Pro, 5x Technology faced a communications crisis. There was no simple and consistent way to reach 5x staff by phone. Some employees work out of the main office, while others work out of regional offices across the United States. They use a combination of office numbers, cell phones, and home phone numbers—and nearly all spend some time traveling. Reaching anyone was hit or miss. This all came to a head in January 2005 when an important new prospect left a message on a salesperson's home answering machine. The salesperson was working onsite with a customer at the time. As a result, the prospect received no response for over a week, and 5x Technology lost a \$150,000 project.

By deploying Covad ClearEdge Pro with its Find Me/Follow Me feature, 5x has ensured that its employees are always reachable. Covad Pro intelligently routes calls to their cell, home, office, or any other numbers they designate. "That's been an extremely important feature for us," says Jeffrey Yefsky, senior managing partner at 5x Technology.

MAKING COMMUNICATIONS VISIBLE. Being accessible to customers and other staff was important, but having visibility to messages was also high on the 5x Technology list of must-haves. The Dashboard feature of Covad ClearEdge Pro provides that visibility. "Employees can access the Dashboard from their laptops anywhere in the world and check messages and faxes, view calls that have come in, and send instant messages (IMs) over the Covad network. The Dashboard is very important to us," says Yefsky.

- **Challenge**—Keeping in touch with customers, prospects, and other employees
- **Solution**—Fully featured Covad ClearEdge Pro voice service
- **Benefits**—Better customer communication; improved visibility to information; easier management; lower OpEx

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MANAGEABILITY MADE EASY. Because Covad ClearEdge Pro is fully managed by Covad, there is no costly upfront capital expense to purchase equipment, no need for an onsite PBX, and no ongoing maintenance to worry about. “The phones automatically upgrade themselves,” says Yefsky. “The website automatically updates itself. As new features become available, we decide whether we want to add them.”

Moves, additions, and changes can be performed internally almost instantaneously through the Covad Pro administrative portal. “We’re able to turn phone lines on or off in a heartbeat,” says Yefsky. “It’s four or five clicks and you’re done.”

Covad Pro has dramatically improved communications, reduced operational expenses, and streamlined management at 5x Technology. The bottom line, though, is about serving customers. “Covad ClearEdge Pro voice service helps us communicate better with our customers. Our staff is easier to reach, which means they can respond faster,” Yefsky notes.

SERVICES TO KEEP YOUR BUSINESS A STEP AHEAD. Are you a business with five or more employees utilizing both telephone and Internet services? Are you looking for a powerful, integrated communications solution that puts that power and control in your own hands? If you are, then Covad can help transform the way your business communicates.

To learn more about Covad VoIP services, call 1-866-292-4879. Or visit www.covad.com.



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