

Dedicated Internet Access Supports High-Speed Growth for Vaspian



Measures of Success:

- Set the bar high with VoIP reliability and quality service-level agreements
- Widespread availability of a fiber-rich network to help support rapid growth and national expansion
- Local access to network engineers work to enhance Vaspian's ability to customize vertical-market solutions

Founded in 2004, Vaspian combines application development expertise with the flexibility, speed and reliability of its network to provide hosted Voice over IP (VoIP) solutions for small businesses.

Vice President of Business Development Greg Schreiber says Vaspian's success rides on the quality of its Internet connectivity. That's why, since 2009, Vaspian has relied on fiber-based Dedicated Internet Access (DIA) service from Time Warner Cable Business Class (TWCBC).

Using network reliability to edge out competitors

Now running at a speed of 200 Mbps, the DIA circuit sharpens Vaspian's edge in a crowded field. "A lot of competitors offer VoIP services and hosted solutions. But they put customers up on any old Internet connection," Schreiber says, which results in dropped calls and poor-quality faxes. He adds, "We don't have those issues running Voice over IP across TWCBC's network."

Access to locally based engineering expertise

Schreiber also sees a major advantage in the level of support available from TWCBC Sales Engineers. Unlike other providers where Schreiber feels the engineers are "hidden" in consolidated national locations, he can connect with his local team in Buffalo and "have a real engineering conversation."

Local engineering support from TWCBC enhances Vaspian's agility in configuring circuits and providing small business customers with innovative solutions.

This engineering support becomes especially important now that Vaspian is laser-focused on vertical markets. From call-handling for medical practices, to call-recording to help collection agencies achieve compliance, Vaspian has been able to develop a wealth of new features and functionality in these specialized markets. "And," Schreiber says, "all this happens on TWCBC's network."

Customer Profile:

Company: Vaspian, leading hosted telephony provider in upstate New York

Industry: Telecommunications

Services: Dedicated Internet Access (DIA)



Greg Schreiber, Vice President of Business Development, Vaspian

"Our partnership with Time Warner Cable Business Class gives us the ability to offer things that nobody else in the market can."

—Greg Schreiber

Network availability supports national expansion

In addition to the high-bandwidth capacity of the DIA circuit, the widespread availability of a fiber network has become crucial to Vaspian's growth. TWCBC has that high availability, wherever Vaspian customers are located in the upstate New York market.

The fact that TWCBC's network connects businesses in major metropolitan areas across a national network is also supporting Vaspian's expansion far beyond its regional market.

Sharing a vision for creating high-value solutions

Schreiber feels that TWCBC shares Vaspian's customer focus. The partnership enables Vaspian to leverage TWCBC's high-capacity fiber based Internet service to create advanced phone solutions that work for small businesses that lack IT expertise.

As an example, Schreiber recalls a recent charity telethon: "They [Vaspian's customer] brought in 4,900 calls, including 1,000 in the last hour. They had 140 phones and 24 credit card processing terminals, too. It was quite a testament to both our products."

As the market for hosted solutions soars, Vaspian continues to leverage its partnership with Time Warner Cable Business Class into an advantage over competitors—and an edge for their customers.



With TWCBC DIA, Vaspian provides business customers with state-of-the-art communications solutions.

"We're running VoIP over the Time Warner Cable Business Class network. It runs clean. Even fax service—which is even more sensitive than voice—works exceptionally."

—Greg Schreiber

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>.