



CenturyLink Solutions Featuring:

CenturyLink IQ™ Networking

Case Study: Rothstein Kass

Customer:

Rothstein Kass
www.rkco.com

Business Challenge:

Rothstein Kass was moving its headquarters facilities and planning to roll out a voice over Internet protocol (VoIP) system to all of its offices across the U.S. The company looked for a provider to help simplify IT management and standardize equipment across its multiple locations while delivering multi-protocol label switching (MPLS) service with the quality and reliability required for current and future communications needs.

Solution:

Rothstein Kass chose the MPLS-based CenturyLink IQ™ Networking service for deployment at its seven U.S. offices. In addition, at each Rothstein Kass location, CenturyLink provided and implemented Cisco® customer premises equipment (CPE) with ongoing CenturyLink monitoring services.

Benefits and Results:

- With 24/7 needs, network reliability is vital, and the previous provider had as much as four times more downtime than CenturyLink IQ™ Networking service
- Improved network performance has been noticed by users reporting faster speeds
- Ease of provisioning for new users at existing locations and to add new offices to the CenturyLink network
- Proactive network monitoring and good customer service from CenturyLink enable Rothstein Kass teams to focus on their core business
- In addition to the direct benefits of CenturyLink IQ™ Networking service, the VoIP solution is driving approximately 40 to 45 percent savings in long-distance charges

Rothstein Kass

Rothstein Kass specializes in technical and professional services, including accounting, consulting, auditing, taxes for public and private companies, hedge funds, private equity funds and family offices. From a one-room office in 1959 when the company was formed, Rothstein Kass has expanded across the U.S. to locations in California, Colorado, New Jersey, New York, and Texas and offshore to the Cayman Islands. Expanding its facilities and continually improving its technological capabilities are key to Rothstein Kass' ongoing success.

FACING THE CHALLENGES

With a plan to move its headquarters location and implement a VoIP system across all of its U.S. offices, Rothstein Kass looked for a new telecommunications partner.



“In doing some in-house research, we realized that we needed an MPLS-based network to get the quality of service required between all of our sites,” said James Russell, Principal, Information Technology Group at Rothstein Kass. “Our current provider did not offer the level of service needed to carry our VoIP solution. Also, we had multiple providers across the U.S., and we saw value in having a single point of contact for billing and deployments,” he added.

As the company looked ahead, Rothstein Kass put emphasis on leveraging its VoIP solution, according to Russell.

“We did not want redundant systems across the U.S.,” Russell said. “The plan was to leverage the main components at our headquarters office in New Jersey and minimize the amount of equipment needed in each office. All of these issues pushed us to look for a new provider.”

PROVIDING A SUCCESSFUL SOLUTION

Rothstein Kass evaluated the MPLS solutions available in the marketplace, and chose the MPLS-based CenturyLink IQ™ Networking service.

“The reliability and scalability of the Qwest solution allow us to focus on the business of our business. The implementation of Qwest iQ Networking Private Port service was completed on time and their customer service is good—working with Qwest is a very positive experience for us.”

—James Russell, Principal, Rothstein Kass Information Technology Group

“We had many meetings with vendors, and when we narrowed it down, Qwest was at the top of the list,” Russell said. “We did our homework to make sure we understood exactly what we needed and expected out of the solution. It doesn’t always come down to a pure cost analysis; it’s really knowing what you need. For us, scalability, redundancy, and security were three main areas that we looked for and Qwest delivered,” he explained.

The quality of the CenturyLink solution was one of the big drivers, according to Russell. “Qwest really seemed to have the most pure MPLS design. The end-to-end quality of service was very important because of our plan to roll out VoIP,” Russell stated.

CenturyLink was also able to support Rothstein Kass’ plan to have a single point of contact for all of its sites. Rothstein Kass used CenturyLink partner Comm-Works to assist with the rollouts in New Jersey and California. “We didn’t need to push off any deployments. The Qwest and Comm-Works expertise was very, very good and definitely helped us get the implementations in and on time,” Russell said.

“At each site, we have dual MPLS lines coming in and an additional basic Internet line as a backup. Each of the MPLS lines utilizes gateway diversity as well as local access diversity for redundancy and disaster avoidance,” Russell said.

CenturyLink’s status as a Cisco® Gold Partner was helpful, according to Russell. “All of the equipment at our sites is Cisco gear that was purchased through CenturyLink. CenturyLink can monitor our equipment and keep us up to date, and CenturyLink provides proactive information regarding any equipment issues,” he said.

DELIVERING RESULTS

“With Qwest, our VoIP solution has succeeded, and we’ve seen a number of benefits from that. We have four-digit dialing between all of our offices, for example, and an overall communications environment that makes us an even more cohesive firm,” Russell said.

The CenturyLink alerting and monitoring are very good and CenturyLink is very proactive, according to Russell. “With our prior provider, even though we had monitoring, we would have to call them to report a problem. With Qwest, they either call us first, or when we call they are already working to resolve the issue,” he said.

EXPERTISE FROM THE START

“If a system is not configured properly, it can create a lot of inefficiencies. We went through the whole process with Qwest. From the time we first met, they were very knowledgeable and were able to answer our questions,” Russell said. “With their help, we were confident that the MPLS-based network was implemented correctly at every one of our sites.”

IMPROVED PERFORMANCE

“With the Qwest network, we’ve had much better performance than we had with our prior solution. We’ve seen through-network speed increase, and employees have commented that things are working much quicker than they were,” Russell said.

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*These results are unique to this entity and should not be considered an indication of the amount of savings or improvements, if any, that may be realized by any other entity subscribing to comparable services.

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NETWORK RELIABILITY

"We need to be up almost 24/7, and now with Qwest we have a dependable solution. In the same time period with our previous provider, we had three or four times more downtime than we've had with Qwest," Russell said.

REDUCED LONG-DISTANCE CHARGES

"In addition to the direct benefits of CenturyLink IQ Networking service, our VoIP solution has reduced our long-distance charges. The overall savings is approximately 40 to 45 percent over our long-distance changes before we had VoIP," Russell said.

EASY TO PROVISION NEW USERS AND LOCATIONS

"When we add new users at an existing location or even add another office, it's very straightforward to get them connected into the same Qwest MPLS network," Russell said.

CENTURYLINK SPIRIT OF SERVICE IN ACTION

"Qwest customer service has been very good. When there is an issue, they take ownership and work with us. Communication is very good, and the technical competence of the people that we deal with is always very high. We also use the Qwest network management service (Integrated Management), which provides online visibility into what is happening at our sites," Russell said.



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