



**CONVERGED
NETWORKS**
VOICE • DATA • VIDEO

RAYCOM MEDIA
CUSTOMER SUCCESS STORY



“In our industry, the need to have a communications partner act quickly cannot be understated. Converged Networks is one of the most responsive and flexible support partners we work with at Raycom Media.”

THOMAS STABLER | Director, IT Infrastructure, Raycom Media

CUSTOMER BACKGROUND

Headquartered in Montgomery, AL, Raycom Media is one of the nation's largest privately-owned media companies. Raycom owns and/or provides services for 63 television stations and 2 radio stations in 42 markets located in 20 states. There are more than 4,600 employees in full and part-time positions.

From a communication system standpoint, one critical issue is not only deciding on the best combination of technologies, but deciding what provider can most expeditiously handle the needs of a large number of buildings geographically dispersed throughout the county. “TV stations are prone to lightening strikes,” stated Thomas Stabler, Raycom's Director of IT Infrastructure. “We recently had lightening hit one of our stations, knocking out 90 phones. That's a situation that needs to be resolved immediately.”

PROBLEM

No single issue pushed Raycom or any of its stations towards an all-new communications solution. Rather, it was the nature of the industry – one that tends to have very complex communications needs – that created an ongoing challenge for their communications platform and equipment.

First, unlike most businesses today, media companies need a heavy analog presence, primarily to connect to the reporters who are in the field. Additionally, media companies have a need for “communication system severability,” so that when a station is being sold, the system in place does not create issues that would complicate or delay the sale, or create a lot of work for the seller, in “unplugging” everything. “The idea of a big and singular system works against our model,” stated Thomas.

RAYCOM[®]
Media

SOLUTION

CONVERGED NETWORKS

Converged Networks has been working with Raycom and its full network of stations for more than 20 years. “In our industry,” stated Thomas, “the need to have a communications partner act quickly cannot be understated. We cover 63 stations around the country, and deal with a large variety of vendors. Converged Networks is one of our most responsive and flexible partners, going above and beyond to take care of us.”

AVAYA

One of the things Raycom finds most attractive about the Avaya product is that Avaya stand-alone systems can be networked together, creating a hybrid solution that includes a combination of IP digital and analog products. One recent example involved a new system install at Raycom’s New Orleans affiliate. It was Raycom’s first system that delivered SIP directly from the carrier to the phone system, instead of using PRI (Primary Rate Interface) or copper lines over a voice gateway.

Since they are virtual (online) deployments, SIP trunks don’t require additional hardware to deploy. As with PRI, SIP can deliver multiple voice lines to a single organization. Since SIP trunking requires little-to-no hardware deployment, Raycom may find it to be the more cost-effective of the two options, given their need for flexibility.

RESULTS

According to Thomas, Raycom is delighted with the Converged Networks’ relationship, citing responsiveness and flexibility as the main reasons the relationship has endured. “For example, when lightning knocked out the 90 phones in Birmingham, Alabama, Converged diagnosed the problem and immediately sent their field service team into action, getting the equipment replaced and the phones back quickly.”

Another example, Thomas added, was when an updated hardware and software platform was installed at a Raycom station in Lake Charles, LA, a number of employees began accidentally calling 911. The “9” was needed for trunk access, and the “1” for long distance. Some callers were accidentally hitting 1 twice. “We thought it would be an ongoing problem that we needed to address internally, but Converged Networks worked with the station and came up with a solution that solved the problem,” stated Thomas.

AVAYA



**HOW CAN
WE HELP
YOU TODAY?**

BIRMINGHAM:
ONE CHASE CORPORATE CENTER SUITE 400
BIRMINGHAM, AL 35244
205-453-4605

MONTGOMERY:
1295 NEWELL PARKWAY
MONTGOMERY, AL 36110
334-271-5520