



Draft - Cypress Communications Case Study
June-09-2009

One Set of Eyes, One Set of Screens

Monolith Software Checks all the Boxes for Consolidated Fault, Performance and Availability Monitoring at Cypress Communications

Executive Summary

Customer:	Cypress Communications®
Headquarters:	Atlanta, GA
Industry:	Hosted Unified Communications and Managed IT Services
Challenge:	Consolidate surveillance of the Cypress private IP network including customer premises equipment in order to better manage the company's 99.999 uptime and availability service guarantees
Solution:	Monolith Software for consolidated fault, performance and availability monitoring and real-time dashboarding
Results:	<ul style="list-style-type: none">- Rapid deployment and quick ramp to productivity- Ability to diagnose and correct potential issues before they become customer-impacting- A global view of the network and the ability to view patterns of behavior previously unseen- Significant savings due to more efficient deployment of people resources- Automated discovery process- Streamlined environment with better utilization of network resources- Better grooming of circuits- Reduced staff frustration by eliminating manual and time-consuming tasks

Cypress Communications® Overview

Headquartered in Atlanta, Cypress has Communications is a managed service provider offering a range of hosted and managed voice, data and Internet solutions to small and mid-sized enterprises. The company operates throughout the U.S. and is one of the fastest growing communications companies in North America. Cypress provides a range of tailored solutions to fit its customer's diverse telecommunications and networking needs, serving as a turnkey outsourced partner to manage phone service, voice and Internet connectivity, the LAN, and critical failover capabilities.

Over the last 20 or so years, Cypress focused on shared tenant services, leveraging private branch exchanges (PBXs) in various Class A and Class B office buildings across the U.S. to provide voice and data



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services. However, in 2006 Cypress expanded out of this legacy business to revolutionize the communications industry with the introduction of a new hosted VoIP and unified communications solution, C4 IP. This new service offering allowed enterprises located outside of Cypress-lit buildings to take advantage of productivity-enhancing technology such as integrated audio and Web conferencing, multimedia collaboration tools, presence, desktop video, chat, and Microsoft Outlook integration.

The Challenge

Cypress' managed voice, data and Internet services are considered mission critical by their clients. With phone and Internet access now forming the backbone of modern business communications, there is zero tolerance for any degradation in a voice line or service interruption. Many essential phone services, such as dial tone, 911, and long distance access are legally regulated and governed by the FCC, and by state and city regulations. Plus, the managed services Cypress provides to its clients are tied to service level agreements.

Don Newton, Director of Network Tools for Cypress Communications, oversees software development and network management development on behalf of the company and reports to the Executive Vice President of Engineering and Operations, Jorge Rosado. Don and his team of engineers are responsible for the health and performance of Cypress's managed services and network environment.

Just as the company and its services have evolved, so too has the mandate for Don's team. The introduction of hosted VoIP and unified communications technology dramatically altered the network environment under the team's control. Today, Cypress works with ultra-modern devices such as CS2000 switches, MCS5200 multimedia communications server, Microsoft OCS, Broadsoft Broadworks and unified messaging platforms, in addition to the company's legacy PBX and data access technologies. With the expansion of services and technologies, Don and his team wanted to enhance their network monitoring and management capabilities in order to be better positioned to support the company's plans for rapid growth and product evolution.

"With the diversity and mix of devices under our control growing and the business expanding rapidly, we needed more automation and consolidation of our management surveillance capabilities," says Don. "We needed a robust, yet flexible, framework upon which to build our comprehensive monitoring capabilities."



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The Solution

The Cypress team compiled an RFP and began surveying the market for solutions that could meet their criteria for breadth of coverage coupled with the provision of a consolidated management portal to enable a global view of network performance. Only Monolith checked off all of Cypress' "one set of eyes, one set of screens" criteria.

"We needed an open standards solution that could interoperate with everything from PBXs to carrier-grade soft switches and consolidate the entire network universe from legacy to cutting-edge into one management portal. We also needed a platform that could flexibly expand its monitoring coverage as the company grew. Finally, we needed a partner that offered a low total cost of ownership with a short ramp to productivity and low administration burden. Monolith was the total package."

Don and his team then began designing and customizing Monolith's visualization, trending and dashboard display to make the technology best suit their unique business needs. Monolith's comprehensive discovery capabilities helped the network team streamline operations for maximum efficiency. The Monolith platform was fully deployed at Cypress within two months.

Don and his team have not looked back. "We've been using Monolith for a year, building upon the solution's "off the shelf" capabilities. So far, we haven't found anything that we can't manage. If you think about managing something with Monolith, it can be done. The flexibility to design our own solution has been instrumental to our success. We would otherwise have been forced into purchasing and running multiple tools and would never have achieved the level of centralized management control and visibility in the NOC that we have now. We've also been able to use Monolith to draw metrics out of our environment that are simply impossible to extract with other tools."

The benefit resulting from Cypress Communications use of Monolith Software has impacted the entire business.

Cypress Communications NOC is a centralized command center, operating 24X7 with a goal of 100 percent uptime and availability, guaranteed by stringent service level agreements with regard to jitter, packet delivery and latency. Previously, monitoring functionality in the NOC had to be duplicated across each of the U.S. markets served, and separate groups of people were dedicated to monitoring distinct device classes. Now, thanks to Monolith's consolidated approach, the NOC can monitor the global



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network in its entirety in real time. This centralized approach has dramatically reduced unnecessary “truck rolls”, saving in operational expense.

“In the hosted communications and managed IT services market, customer service is everything. We leveraged Monolith’s flexible framework to customize proactive polling functionality that allows us to spot potential issues and notify customers before they even recognize the issue themselves,” says Don. “With Monolith, we are able to efficiently monitor a mind-boggling 604-million device records a day—logged at 30-second intervals—and best of all, we’re proactive in our detection and maintenance efforts.”

Monolith has also greatly simplified the process of porting phone numbers. Phone number porting simply means that a customer keeps their existing phone number when switching to Cypress’ voice services. Cypress manages the transfer of service from the previous provider. Traditionally when a port of phone numbers took place, members of the Cypress Circuit Provisioning Team worked long hours, liaising with carriers and manually calling each phone number after the port to ensure working order.

Monolith has completely eliminated the stress of this task, saving staff countless hours and dramatically boosting productivity. Now a spreadsheet of numbers to be ported is uploaded into the Monolith system, and Monolith automates the porting process, triggering alarms should the phone numbers fail to work.

Cypress has also been able to use Monolith’s powerful performance and availability monitoring capability to cut underutilized circuits and add circuits in areas where capacity is pushing maximum capacity. Cypress can now run weekly reports looking for multi-links that may be underutilized and more tightly groom its circuits accordingly.

Cypress has also streamlined its entire client provisioning process. When a new client is signed, customer requirements are collected by Cypress’ order system, provisioned and seeded into Monolith for automatic discovery—all before the equipment leaves the Cypress the warehouse. This capability not only streamlines the provisioning process, but it also allows Cypress to more tightly manage surveillance of its equipment and assets, from the company’s national IP network and co-location facilities to the equipment installed at a customer’s site.

Finally, Cypress’ engineers and field services staff have realized huge value from Monolith’s powerful visualization and dashboarding capabilities. Monolith’s secure browser-based dashboards present a uniquely consolidated view into the performance of Cypress’ global network and are relied upon by the NOC, by executives and by field staff. Dynamic dashboards can be created as simply as uploading a Visio



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diagram into the system. With minimal knowledge transfer, Don and his team have also been able to turn over dashboarding capabilities to field technicians who create custom views that monitor system performance on behalf of specific customers.

"Our ability to deliver superior customer service is a huge competitive differentiator for Cypress Communications," says Don Newton. "Monolith's open standards and flexible architecture coupled with its powerful monitoring capabilities allow us to be even more proactive with our clients and to deliver even higher levels of quality service. And for us at Cypress, quality service is not only good business, its essential to our core operations."

About Monolith Software

Monolith Software is the leading provider of operationally focused technology management software for network operations centers (NOCs) delivering the only fully integrated platform for managing fault, availability and performance on the market today. Service providers and IT organizations seeking to increase operational efficiency and drive down costs while maintaining 99.999 percent uptime and availability turn to Monolith Software's next generation management and monitoring solution for real time insight into the health, performance and availability of mission critical systems and applications.

About Cypress Communications

For over 20 years, Cypress Communications has been helping small-to-medium enterprises (SMEs) connect, communicate, collaborate and continue™ with a range of fully hosted and managed voice, data and Internet solutions. Beginning in 2006, Cypress revolutionized the communications industry with its hosted VoIP and hosted unified communications solution, C4 IP, making it easy for SMEs to take advantage of productivity-enhancing technology such as integrated audio and Web conferencing, multimedia collaboration tools, presence, chat, Microsoft® Outlook integration, and more. As a Deloitte Fast 50 and Fast 500 award recipient, Cypress is recognized as one of the fastest growing telecommunication companies in North America. In 2008, the company was also named one of Atlanta's Best Places to Work. Cypress' hosted unified communications solution has received numerous awards and accolades, receiving more than a dozen awards for excellence and innovation. The company's Web address is www.cypresscom.net. For more information on hosted unified communications, visit the company's UC 360 blog at <http://blog.tmcnet.com/uc-360>.

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