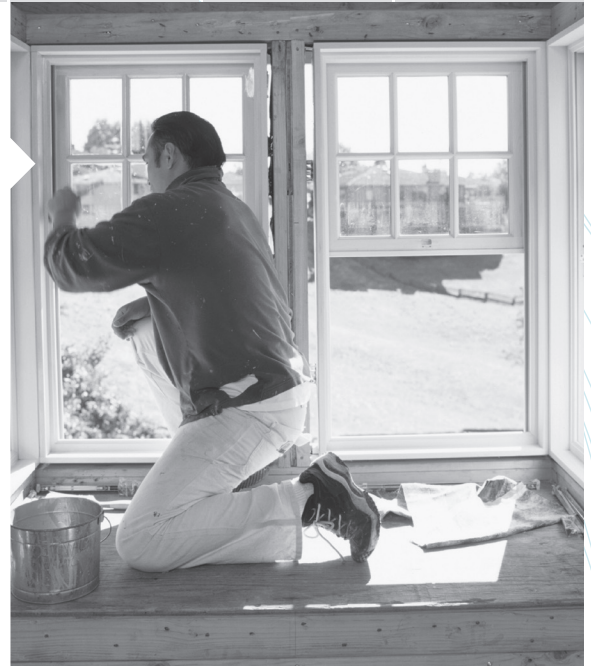


New Network Services Build Reliable Communications Platform for Indiana-Based Construction Company

Deployment Helps
C.P. Morgan Company, Inc.,
Increase Efficiency,
Accommodate Growth



Challenges

- Simplify data transfers between C.P. Morgan's two headquarter locations.
- Improve communications to support new business initiatives and utilize modern technology to simplify the sales processes.
- Consolidate services to one vendor, eliminate multiple bills.

Solution

Implement SBC PremierSERVSM Network-based Virtual Private Network (NVPN) and SBC PremierSERVSM Dedicated Internet Access (DIA) to allow for more efficient communications and data transfers between customers and C.P. Morgan's two headquarter facilities.

Results

The deployment has helped C.P. Morgan increase productivity among its sales force by enabling more efficient data transfers and improving the sales transaction process. In addition, the solutions have enabled more reliable, secure communication between all C.P. Morgan locations.

C.P. Morgan Company, Inc. is a residential land development and homebuilding company serving Indianapolis and the surrounding community. Over the last 21 years, C.P. Morgan has built nearly 16,000 homes in more than 100 neighborhoods and has received national recognition for quality community development.

When C.P. Morgan expanded into Charlotte, North Carolina in 2004, the need for an improved communications system to support the company's expansion into new markets became evident. Its executives realized the company also needed to take advantage of modern technology to simplify the contract and credit approval process. The goal: Simplify the sales process through more efficient communications while also expanding network capabilities to accommodate the company's future growth.

Based on reputation, C.P. Morgan turned to SBC companies in the summer of 2004 to provide a comprehensive network solution that could meet these needs while consolidating services with one reliable provider. SBC companies recommended SBC PremierSERV NVPN and SBC PremierSERV DIA to help C.P. Morgan achieve its goals.

"We needed a full-service provider that could handle our large data networking needs, as well as our simpler service requirements, such as long distance," said Tonya Dick, senior IT manager, C.P. Morgan Company, Inc. "We were able to achieve our networking goals while combining all of our telecommunications services with one provider."

SBC PremierSERV NVPN is an overlay to the SBC national backbone that uses routers and Multi-Protocol Label Switching (MPLS) technology to deliver highly differentiated network services. It enables hosted VPN connections to work seamlessly with C.P. Morgan's existing data network connections, such as optical services, Frame Relay, ATM, or premises equipment-based VPNs.

Meeting current and future needs

Currently, SBC PremierSERV NVPN enables the company to move bandwidth-intensive data like voice and video applications quickly and securely, with less chance for bottlenecks or routing failure, between its two headquarter facilities. It also provides C.P. Morgan employees with easier remote access to the network because NVPN eliminates the need for encryption and authentication. In addition, because it is a fully scalable solution, NVPN will help support C.P. Morgan's expansion into new markets and accommodate future company growth.

To help support C.P. Morgan's "online contract" process, a new service offered by C.P. Morgan that allows its customers to electronically complete applications and contracts online, SBC companies also deployed SBC PremierSERV DIA, a high-speed, digital, dedicated connection that is always available. With speeds ranging from 56 kilobytes per second to 1 gigabyte per second, the solution offers a wide range of speeds for quick transfer of large data and graphics files. SBC PremierSERV DIA helped simplify C.P. Morgan's contracting and credit approval process by allowing customers to complete forms electronically online from the comfort of home, thereby reducing paperwork and eliminating the need for customers to make special visits to a C.P. Morgan location.

Solid solutions deliver results

Together, these solutions help C.P. Morgan consolidate its communications services to one vendor while eliminating multiple bills. It has also helped C.P. Morgan increase productivity among its sales force because instead of massive amounts of paperwork and customer calls, the team can focus on closing deals and processing sales more quickly via the Internet and new data network.

"C.P. Morgan's mission is to offer homebuyers more square feet for less money, with less hassle and more choice," said Dick. "SBC companies helped us achieve our goals by making the application process for our customers much easier, decreasing our sales time, and increasing productivity in the company as a whole. SBC companies will also be there as we continue to expand our business."

For information on the terms and conditions for these products and services, contact your SBC Account Representative or visit sbc.com.

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