

INTERVIEW TRANSCRIPT

Interview on behalf of Qwest

Angelo Valletta

Sun Bank

Senior VP and Chief Information Off

Last updated: 2008 Dec 08



Product(s): Hosted VoIP
Industry: Finance

1. Business need

"It worked through the convergence of bringing data and voice together, and at that point we were looking at a new vendor from a service perspective, and also from a cost perspective."

2. Evaluation & selection

"By evaluating the selection criteria and picking Qwest, of course we went through an RFP--a traditional request for proposal--and we built a product relationship matrix that evaluated several different product sets from different organizations--voice over IP to MPLS on the data side--and selecting different criteria, ensuring that our tier one provider that we picked could accomplish all of the products and services that we were requiring from an implementation perspective."

3. Why Qwest?

"We looked at several different criteria. One was to ensure that we were partnering with an organization that was a tier one from a telecommunications perspective. We only looked at those organizations that were at the highest level of a service standpoint. What separates Qwest from the rest is truly bringing the quality of service, their service needs, and wrapping around the vendor partnership relationship--so not from only a vendor, but from an outside organization like their value-added resellers, which was a value-add that is truly indispensable for us."

4. The implementation/installation

"The deployment went very well. We deployed in nine months. It was a design--Qwest design supplemented with Sun resources. We had two months of planning, sitting down with Qwest personnel to go over the design, and the actual rollout of the 81 branches, both new CPE, phones, took seven months. We had on staff from Qwest four personnel to assist in the deployment and design. Again, they were in for two months prior to in the planning aspect and design aspect, and each of the personnel were assisted by Sun employees to do the installation in each branch. Our system integrators would stay with the branch throughout the day and make sure we had no impact to branch operations throughout the day."

5. Experience with partner/VAR consultants

"Our VAR was extremely helpful in the negotiation process in the beginning of the contract, and if I have any issues, he's my sounding board. He will escalate through the Qwest chain, help in any way he can. He was very useful."

6. Overview of solution

"Our full Qwest offering includes managed CPE, managed IPT, managed firewall, and also Web and audio conferencing."



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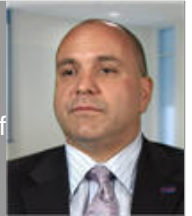
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7. Customer service

"Customer service is excellent. If I have an issue, I generally will place a call into either my account rep or we have an escalation team if needed--it hasn't been needed often, though we did have an instant where we called into the escalation team and instantly we started receiving calls from the Qwest chain of command giving us timelines, when things would be repaired. They were local provider issues, but Qwest stayed on top of it; Qwest management stayed on top and kept us informed until resolution."

8. Ongoing maintenance

"To maintain the Qwest solution takes relatively none of my staff, though I do have staff that is learning. We were not an IPT shop prior to the conversion. I had no staff that was familiar with how voice over IP works; they were traditional telecom technicians. They have now learned from the Qwest provider/integrator who manages our network how to do moves/adds/changes. And it's a co-managed solution, so if there's an issue, the co-managed team handles and resolves and then after the fact, they will train my staff on how they did it, what they did. My guys can pretty much take care of it now on their own if need be, so it can go either way--Qwest can handle it or my staff can handle it, and this has reduced our need for technicians in the field."

9. Most valuable features

"There are many features that we find very valuable. Two in particular I can think of are the unified messaging. We have our staff receiving their voice mails on their Trios, their BlackBerrys wherever they're at; it keeps them in touch. They're always in the office for us.

The other feature is our lenders. They travel from branch to branch; they'll go to a particular branch, they'll log into the phone and their number traveled with them, so now they are always at their desk for their customers.

An additional feature we found very valuable was interoffice dialing; the extensions have been simplified to six-digit between any location. Managers all have the same extension and it makes looking for that particular person extremely easy.

Additional features that we found beneficial were the find me/follow me. We would have loan officers travel to different branches and station themselves at a branch outside of their normal territory, and if a call comes in from a customer, or a potential customer, that phone still rings at his desk regardless of where he is, reducing the risk of losing that customer and being able to answer their call immediately. That way, our customer always gets through to their loan office and we don't miss a call."

10. Non-financial benefits

"For Sun National Bank, the non-measurable benefits that Qwest brought to the table were especially on the service side, as well as the quality of service. So from a service perspective, they're second to none from my standpoint from tier one providers. What they also baked into our product set was this quality of service on the voice over IP as well as the data services side, which was invaluable for us from an organizational perspective."

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11. Measurable benefits

"For Sun, measurable benefits from a cost perspective were incredible. We realized a 25% decreasing of our expenses, and with that we would be able to invest in other different technologies to bring to the table not only from a fraud/security as well as back-end infrastructure for our whole operational areas for the bank.

The additional benefits that we've seen going with Qwest's solutions was being able to converge our data and voice groups together, and with that we'd be able to shift staff to different areas from an infrastructure perspective that'll allow us, again, to lower our costs to be able to deliver services to our customers internally."

12. Future plans

"Our future plans include growth obviously, and along with that, we are in a position now with our Qwest network and our IPT solution has been implemented to simplify the installation of each of these branches. The install of the phones in the circuit happens fairly quickly and comes right into our network; it's just another extension, another phone. It has simplified our growth potential. As we grow, the branches will--the new branches will continue right into the Qwest network as our current branches and they will go through our same firewalls, and we are currently getting ready to implement an intrusion prevention device which, again, new facilities will come through."

13. Recommendations and advice

"As for implementation, I would recommend project management on site. In our deployment--and it was a very complex, large deployment--we had our project manager in Denver. We're a New Jersey facility. It made it a little difficult to project manage all those moving pieces from afar. That would be my only recommendation; have that project manager on site."