

CenturyLink Solutions Featuring:

Managed VoIP

Case Study: Sun National Bank

Challenge

IT managers wanted to leverage IP functionality to improve the productivity and responsiveness of employees to customers. As an existing contract reached its end-of-life, executives seized the opportunity to source a VoIP solution offered by a service-oriented provider at a competitive price.



Solution

Managers worked with CenturyLink technicians to deploy the CenturyLink Managed VoIP solution. Over the course of several months, the joint team installed new phones and customer premises equipment (CPE) at close to 70 locations throughout New Jersey. Sun and CenturyLink administrators co-manage the VoIP solution, the CPE, the firewall as well as Web and audio conferencing features.

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Benefits and Results

According to Angelo Valletta SVP and CIO for Sun National Bank:

- The CenturyLink solution delivered “a 25 percent reduction in our expenses”
- The converged network allowed the shifting of staff “to different areas to lower our costs”
- “From a service perspective, Qwest is second to none among the tier-one providers”
- The solution’s find-me/follow-me feature ensures that loan officers respond quickly to deliver an optimal customer experience
- The unified voice messaging feature allows employees to access, and respond to voice mails at will using their Treos and Blackberry smart phones

Client

Sun Bancorp, Inc. is a \$3.6 billion asset bank holding company headquartered in Vineland, New Jersey. Its primary subsidiary is Sun National Bank, serving customers throughout New Jersey. The Bank is an Equal Housing Lender and its deposits are insured up to the legal maximum by the Federal Deposit Insurance Corporation (FDIC). For more information about Sun National Bank and Sun Bancorp, Inc., visit <http://www.sunnb.com>.

Customer:

Sun National Bank
<https://www.sunnbnj.com/home/personal>

Business Challenge:

The pending end-of-life of a communications contract motivated managers to seek out an economical voice/data solution from a provider dedicated to delivering an excellent customer experience.

Solution:

Managers implemented the Managed VoIP solution. They rolled out new phones and supporting customer premises equipment to the bank’s 70 locations.

Benefits and Results:*

- The hosted service slashed communications expenses by 25 percent
- The converged solution allowed managers to shift redundant administrators elsewhere
- Unified messaging allows employees to access e-mail anywhere

*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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