

## LA-based service provider chooses Cortex to power its Extreme growth.



What makes an established internet service provider turn its back on a recognised 'market leading' provisioning platform in favour of a service offering from New Zealand?

Service, value for money, functionality and flexibility are four reasons this client found.

***"Cortex gives us the capabilities we need to meet the needs of our growing customer base today, as well as the confidence that we can continue to deliver top class service as our business expands into more areas in the future."***

***Dean Russ, CTO, DSLExtreme***

Los Angeles based service provider DSLExtreme had outgrown its previous provisioning system's capabilities for provisioning more advanced services to its customers. In addition, the pricing regime was unfavourable for expanding its offerings to its customers. After analysing these factors DSLExtreme chief technical officer Dean Russ made the decision to switch to Cortex, and hasn't looked back.

Cortex now provisions DSLExtreme's Microsoft Hosted Exchange email services for over 3000 client mailboxes (a number that is quickly growing).

### The big easy

The transition to Cortex has been easy for DSLExtreme and its customers, and the easy to use interface has been very well received.

The Cortex platform's flexibility and functionality, including auto provisioning features, has given customers more direct and easy control over their own email systems, and has reduced support time and costs for DSLExtreme.

Reduced operational costs, and growth in satisfied customers are two indicators that signal the switch to Cortex has been a success.

### Flexible and responsive

Whereas DSLExtreme's previous supplier was "strict on features" and rather slow to respond, Cortex has impressed by quickly building in new features as requested.

"Cortex enables us to respond quickly and effectively to our customers' requests for additional features. For example, when a customer requested a feature to manage email addresses for a public folder we simply passed the request on to Cortex and the new feature was built into the next upgrade. This type of flexibility and responsiveness makes our customers happy, and so makes us happy too – given that customer satisfaction and word of mouth are so important to our business," says Dean Russ.

### Enabling growth

Since the implementation of Cortex, DSLExtreme's Hosted Exchange Business has grown by 85% in two months. This has been the result of an effective, targeted, internet marketing program, and outstanding delivery capability provided by the firm's technical team with the help of the Cortex platform. ▶

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***"We are very satisfied with Cortex, particularly its flexibility, value for money and its functionality. Our customers' reaction to the changes Cortex has enabled has been very positive."***

***Dean Russ, CTO, DSLExtreme***

Cortex's ability to provision for a wide range of applications and services will also in time benefit DSLExtreme as it expands its service offering to include the likes of Microsoft Sharepoint and Live Communication Server. Cortex's intuitive interface provides a consistent look and feel to all applications and services, so users feel familiar with it, and learning time is reduced.

### **DSLExtreme and IKANO Overview**

DSLExtreme, a Los Angeles-based provider of high-speed and traditional Internet services, was recently acquired by IKANO Communications, a leading provider of private-label Internet services. IKANO acquired the assets of DSLExtreme utilized in providing DSL, dial-up, hosting, dedicated connections, email, and exchange hosting to customers throughout the USA.

Named after the classical Greek word meaning 'to enable', IKANO is the market-leading enabler of private-label Internet services. IKANO partners with Internet service providers to help reduce operating costs, increase revenue and expand geographic reach and product offerings. IKANO also operates ISP.com, a growing platform for the company's nationwide value-oriented dial-up subscriber base. For more information, visit [www.ikano.com](http://www.ikano.com). ■

***"The transition from the old system to Cortex was easy. Cortex has good integration and an intuitive user interface. It also provides us with improved functionality, which is proving popular without customers."***

***Ramin Nassir, Systems engineer  
DSLExtreme***

### **Highlights**

#### **Summary**

DSLExtreme implemented the Cortex provisioning system for Microsoft Exchange Server. Cortex has helped enable significant business growth and reduce the company's operational costs including time spent on customer support. Customers benefit from increased functionality and an easy to use system, as well as very responsive customer service.

#### **Additional information**

Established in 1999, DSLExtreme is a leading LA-based ISP providing high speed and traditional internet services to 65,000 customers in over 21 major metropolitan areas across the United States.

#### **Key features used**

- Cortex provisioning for Microsoft Exchange Server

#### **Key business benefits**

- Improved platform capabilities have assisted business growth
- Value for money reduces costs and improves the company's bottom line
- Functionality and capacity to support future expansion

#### **Why Cortex?**

- Excellent functionality
- Value for money
- Flexible, responsive
- Excellent service
- Able to provision multiple applications (will enable future business expansion).

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