



*“MPLS service, by design, allows us to reduce the number of hops between Points of Presence (PoP) and that means fewer delays from the West Coast and ultimately better quality.”* **Art Lauda**

## OVERVIEW

22 Century Communications, located in Montville, New Jersey, offers cloud-based voice and data communications. Working with its sister company and agent, Computel Communications Systems, Inc., 22 Century has built strong partnerships with leading solutions providers, including network engineering leader MASS Communications. Following this partnership model, 22 Century Communications offers its customers a full range of affordable, high-quality telecommunications solutions, from SD-WAN, hosted telephony and SIP trunks, to business continuity, and audio and video conferencing.

## SOLUTION

The ideal solution required a dedicated networking environment. 22 Century teamed with MASS Communications and CoreDial to offer an MPLS (Multi-Protocol Label Switching) solution, leveraging CoreDial’s cloud-based network that connects the client’s El Segundo office with its East Coast headquarters. The private network solution, marketed under the 22 Century brand, has given the insurance company reliable, high-quality voice communications across its growing U.S. footprint. 22 Century, through MASS Communications, delivered a fully managed Ethernet circuit, dedicating data connectivity to the voice servers in the CoreDial facility.



## CHALLENGE

One of 22 Century Communications’ longest-serving customers, the nation’s 13th-largest insurance firm headquartered in the Northeast, acquired a company in El Segundo, California, AP Specialty. The firm needed a way to link the telecommunications systems between the new location and the firm’s corporate headquarters and other offices in the Northeast, so it could leverage after-hours call forwarding and other capabilities.

22 Century already offered an SD-WAN solution, but needed to ensure strong voice quality, which cannot be guaranteed when the service rides over the public internet.

“Our customers are used to top-notch systems from Avaya and Nortel. They are used to good voice quality at all times,” notes Art Lauda, Executive Vice President of 22Century, adding that there’s a big difference between voice and data delays. “If there is a half-second delay on your data, it’s not a big deal, but that kind of delay on a voice call is a big deal,” he says.

## IMPACT

Since installing the MPLS solution in early fall 2016, 22 Century says its client has reported no issues and exceptional voice clarity.

“The voice quality in El Segundo, which is one of their larger remote offices, is better than their Connecticut office, which isn’t on MPLS but is much closer to the data center in Philadelphia,” notes Steve DeBello III, Communications Consultant for 22 Century Communications. “By us white-labeling the MASS Communications and CoreDial solution, we’re able to look like a super hero because we are bringing voice and data together between these geographic locations – as if they were down the hall from each other.”

“The 22 Century Communications’ MPLS-enabled circuit we installed in El Segundo allowed our company to connect our East Coast voice servers to our newly acquired branch offices on the West Coast and continue to maintain excellent voice quality,” says Ellen Dunne, Director of IT, for the insurance firm. “This connection allows us to dial, answer and transfer calls between all locations, using our internal four-digit numbering plan.”

The next priority for 22 Century is to bring other locations onto the MPLS service. As a CoreDial partner, 22 Century is now offering CoreDial’s BroadWorks platform to midmarket companies that have between 75 and 300 users, a segment that increasingly expect the quality of an MPLS-caliber service.

“Partnering with MASS Communications and CoreDial is dramatically enhancing our capabilities and the size and type of customers we serve,” concludes Lauda. “As we support larger enterprises with multiple locations, it becomes more and more important that we can offer MPLS solutions. Without question, MASS Communications plays a critical part in our ability to deliver differentiated solutions.”

**Ready to engage MASS Communications & CoreDial?**

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