



Freund Associates
Technical Communication

XO Communications Appreciates Full Service and Customer Care

A Case Study



XO COMMUNICATIONS (www.xo.com), headquartered in Herndon, Virginia, is a leading communications and networking solutions partner for businesses, enterprises, government, and service providers. XO proudly offers its customers “solutions built around you” with the right focus, the right network, and the right solutions for customers. Typically, though, each of these solutions requires a unique and specific marketing program.

The Challenge

Outsourcing Multiple, Highly Technical Projects

Marty Weiss, Director of Acquisition and Programs Marketing for XO Communications, was responsible for marketing programs, campaigns, lead generation, content development, and channel marketing for XO’s \$1 billion Business Services division. Weiss supported several product managers in executing an array of new product launch campaigns. But his Product Marketing team was very small: “I didn’t have people who were skilled at highly technical writing, which we needed for our e-mail marketing campaigns and content library,” said Weiss. “So I decided to outsource many projects because it made no sense to try to do this in-house.”

While the decision to outsource was an easy one, Weiss then needed to find a writing firm who could grasp the essence of XO’s telecom products quickly, then write, design, and deliver a variety of marketing materials to support XO’s multi-product, multi-dimensional marketing campaigns. Therein lay the challenge.

The Solution

A Firm That Did It All

Enter Freund Associates. XO’s technologies—Multiprotocol Label Switching (MPLS) and Ethernet over Copper and Internet Protocol (IP) Telephony among them—are cutting-edge. Because the Freund writing team had years of telecom experience, they were able to get up to speed quickly, translating technical language into messaging with an effective and compelling value proposition, all within strict timelines and tight budgets.

“The fact that I didn’t have to micromanage an entire writing team while knowing that multiple projects were getting done gave me tremendous peace of mind,” said Weiss, who credited Freund Associates with the ability to work seamlessly with XO’s many different operating environments.

Further, Freund’s accommodating philosophy of “the customer is right” meant that at the end of the day, everyone at XO was satisfied, and the next project could begin. “Working relationships like this are hard to come by,” added Weiss. “With some vendors, you have to go back and forth with change-order requests, and you almost feel like you’re dealing with the government in terms of administration. Not so with Freund Associates.”



XO Communications Appreciates Full Service and Customer Care

A Freund Associates Case Study

The Result

A "One-Stop Shop" of Expert Services

Freund Associates wrote about ten different white papers, which included collaborating with subject-matter experts and XO managers, structuring outlines, writing copy, and finally, designing both print-ready and website-ready layouts. The new white papers were then integrated with e-mail and Internet marketing campaigns.

XO Anywhere, a unified communications solution that simplifies phone communications

for mobile or remote workers, had multiple aspects, including a flash demo, a presentation, and a webcast. XO needed to hire a web development agency to build a flash demo. They were visually creative, according to Weiss, but they simply didn't know the content. Freund Associates stepped in and created a comprehensive storyboard, which included theme, strategy, and messaging to ensure the project's completion.

"Now I fully appreciate the value of working with one vendor who did it all—strategy, copywriting, editing, layout, and design—without the hassle of going back and forth with multiple agencies."

*– Marty Weiss
Former Marketing Director
XO Business Services*

Freund's 'one-stop shopping' provided tremendous value. Now I fully appreciate the value of working with one vendor who did it all—strategy, copywriting, editing, layout, and design—without the hassle of going back and forth with multiple agencies."



Benefits to XO Communications

- **Subject Matter Experts**
Telecom technology was quickly understood.
- **Versatility**
Multiple projects were managed seamlessly and simultaneously.
- **Price Performance**
"One-stop shopping" saved time and money.
- **Peace of Mind**
A single point of contact made multiple projects manageable.
- **Fast Turnaround**
Marketing managers were able to meet their delivery dates.

About Freund Associates Technical Communication

Freund Associates is a full-service communication firm specializing in technical and medical writing for business and industry. Founded in 1996 and located in northern New Jersey, Freund Associates is a certified woman-owned business that provides a tightly organized team of medical and technical writers, editors, graphic designers, new media specialists, engineers, and project managers to serve clients anywhere in the United States.

► **For more information visit:**
www.freundassociates.com,
or call 201-512-0022.