

CASE STUDY

## XO Interactive Ensures Network Quality With Empirix Hammer Portfolio

*Empirix's Hammer Call Analyzer (HCA) is one product within the Hammer Portfolio that has been a huge asset in our labs. We've used it for over two years and have yet to run into any problem we can't reproduce with HCA.*

Erik Thompson,  
Lead Network Engineer  
XO Interactive

### XO Interactive

**COMPANY**  
XO Interactive

**INDUSTRY**  
Communications solutions for  
business and communications carriers

**EMPIRIX SOLUTIONS**  
Hammer Portfolio

**WEB SITE**  
[www.xointeractive.com](http://www.xointeractive.com)

### Introduction

XO Interactive, a division of XO Communications, gives businesses the capabilities, capacity and solutions to immediately address their business issues without the need for capital spending.

Since 1992, XO Interactive has been in the leadership position across a wide range of industries delivering robust voice self-services. To complement its inbound IVR offering, XO Interactive has launched hosted call center infrastructure and proactive communications; raising the bar in customized customer communications. To extend its range of services, and to standardize on architecture that enterprises can easily leverage, XO Interactive implemented VoiceXML, CIM, OCS and SIP Server software from Genesys Labs. Today, the company's clients access this powerful Enterprise Voice Managed Services (EVMS) offering for self-service and agent-enabled Contact Center On-Demand.

"With Empirix, we've gained precious development time as our developers are no longer required to write complex test scripts or perform manual testing," said Janis Hoyer, Network Engineering Manager at XO Interactive. "Empirix's Hammer solution set offers us the broad coverage we need, and the flexibility to test a variety of applications and Systems Under Test (SUTs)."

Adds Erik Thompson, Lead Network Engineer at XO Interactive, "We really benefit from the advanced debugging and analysis capabilities provided by the Hammer Portfolio's Hammer Call Analyzer. It's a phenomenal product that we use daily. In fact, its feature set is so robust we've tightly integrated it with nearly every component of our lab environment."

### Why the Hammer Portfolio

XO Interactive considered several criteria when evaluating an applications testing and monitoring solution. The company needed a flexible, multifaceted tool that could conduct a variety of functions seemingly at one time. Specifically, for its testing needs, this included testing when turning up a new platform, building out a new site with applications servers, making load test calls to ensure the system can function under load, and performing functions to validate the successfulness of a call from one of XO's dial out platforms. For its monitoring needs, XO wanted to better manage its existing applications. That meant having a system set up to monitor calls placed to IVR applications to ensure functionality 24x7. In addition, the XO lab also wanted to remotely monitor customer sites by placing periodic, proactively scheduled calls, and offer customers the option of having XO test new T1s or PBX trunks being turned up.

“Given the many, complex tasks XO Interactive’ lab is presented with every day, Empirix’s Hammer Portfolio stood out for several reasons,” says Hoyer. “First, it provides the most straight forward tools to write scripts. Second, it allows XO to test the actual speech in an IVR application. Third, XO can now capture traffic in the production server and troubleshoot with the core network group to isolate where the issue is coming from – switch, server, etc. – which is also key in the company’s development effort. Lastly, Empirix has a solid reputation with proven capabilities; given its patented Hammer technology has been ubiquitous in test and monitoring labs for over a decade.”

“Empirix came to us with a very strong solution and a mature product offering – something many of the other vendors in this space could not match,” noted Hoyer. “We cannot take a chance on network quality, so we appreciated the fact that Empirix has been there, done that. Empirix gave us a level of confidence that we did not get from any other vendor.”

XO Interactive purchased Empirix’s Hammer testing and monitoring solutions for complete, multi-dimensional insight into customer Quality of Experience. “We’ve found the Hammer Portfolio to be very flexible and extensible,” said Hoyer. “We really like having the ability to test a variety of applications integrated in one solution. Hammer has definitely been able to scale with our growth.”

## Streamlined Testing

By adding Empirix’s Hammer Portfolio to its lab, XO Interactive now has a more streamlined way of testing – instead of the lengthy manual process the company used in the past. Because XO Interactive is a hosted services company, it has many customer applications that need to be tested. Empirix offers the flexibility and efficiency to test anything XO Interactive needs, and it provides engineers with an easy way to set up standard monitoring scripts. In addition, another benefit XO Interactive has realized from using Hammer is that the company can now use dedicated test numbers to conduct small or large-scale tests. This helps them ensure that no matter the size of its customer base, they will still have the best experience XO Interactive can offer.

Empirix works closely with XO Interactive to ensure that its Hammer Portfolio continues to meet the company’s needs. “Empirix has been a great partner,” said Hoyer. “Its Hammer solutions have definitely adapted to our continued movement from TDM to IP, and the company has been very open to our feedback, implementing many of our requests in the spirit of enhancing the product. I would absolutely recommend Empirix to any communications provider looking for a multifaceted test and monitoring solution.”

*The Empirix Hammer Portfolio’s HCA is a super product that we use daily. We love it so much that we’ve reorganized our entire lab around the tool so we can be sure to leverage the most we can of its capabilities at all times.*

Erik Thompson,  
Lead Network Engineer,  
XO Interactive



[www.empirix.com](http://www.empirix.com)

Empirix is the leading provider of voice application testing and monitoring solutions. For a complete list of offices worldwide, or to find an authorized distributor in your area, please visit [www.empirix.com/contactus](http://www.empirix.com/contactus).

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