



Laconia Daily Sun

Case Study

ABOUT THE LACONIA DAILY SUN

The Daily Sun was founded in 1989 in Conway, New Hampshire. In addition to the five-day-per-week free morning newspaper published in the city of Laconia, NH, The Daily Sun publishes papers in Conway and Berlin. With more than 40,000 total copies daily, it has the second largest combined circulation of newspapers in the state. It is run by a small but dedicated staff that's committed to reporting local community, business and real estate news, as well as providing local opinion pieces.



SITUATION

As an active newspaper and website, The Laconia Daily Sun has a critical need for reliable connectivity through both telephones (for sales, distribution and news tips) and internet (for layout and submission). If these connections were to fail, the staff would struggle to finish and submit their stories by each day's strict deadline.

As a result, the newspaper's management team and staff have been keenly aware of new technologies and offerings, and have historically been on the leading edge of adopting technologies in their beta stage. The Laconia Daily Sun received services from one of Breezeline's competitors and was one of its first customers in New Hampshire to adopt the provider's hosted voice solution when it became available. However, over time the provider's customer relationship manager left the company and The Daily Sun's leadership felt as though it had lost the personal connection and partnership it needed.

"Breezeline stood out because it is a proven business and technology partner to many in the local New Hampshire community. Breezeline's involvement in the community was important to us."

SOLUTION

When evaluating a new provider, two needs were abundantly clear — The Daily Sun required a superior replacement hosted voice solution that would give it access to the key capabilities it needed, such as never missing a call, mobile access and greater reliability, and the newspaper needed a true partner to help it through the transition and beyond.

Adding to an already challenging provider transition, The Daily Sun had plans to move its offices shortly after selecting its new provider. This meant that The Laconia Daily Sun would need a provider that could ensure that the newspaper's new hosted voice service would be set up properly and run smoothly — all while helping guide a seamless transition to a new office.

As a local provider with top-of-the-line services offered at an affordable price and a Hosted Voice solution with more than 40 of the most sophisticated enterprise-class features available to businesses, Breezeline™ was a perfect fit for The Laconia Daily Sun. Breezeline's Business Hosted Voice solution is highly personalized to each customer, so businesses get exactly the features and services they need.



THE TRANSITION

The Daily Sun doesn't publish on Sundays and Mondays, so its window for the office move was limited to that two-day time frame. This meant that Breezeline needed to be a strong partner from the start, not only capable of installing Hosted Voice services at the newspaper's current office, but also assisting in planning the specific technology needs of the new office and service cutover and transition. To ensure that this went smoothly, Breezeline assigned a specific case manager and tech installation expert to work with The Daily Sun from the onset to plan ahead of the cutover from the previous provider to Breezeline.

"Our tech installation expert went above and beyond to ensure that our service transition and office move went smoothly."

Breezeline's tech installation expert was on-site to help with equipment choices, including hardware that the company doesn't sell, to ensure that The Daily Sun was set up for success. Furthermore, he collaborated with the

newspaper's tech support to ensure all the proper wiring was installed, giving the staff confidence that the transition would go according to plan.

A RELIABLE PARTNER

In the end, The Daily Sun's solution and office transition was completed flawlessly. Breezeline staff was on-site throughout the entire installation and the newspaper's services transitioned successfully. Breezeline has continued to be a committed and reliable partner to The Laconia Daily Sun. Adam Hirshan, Publisher of The Laconia Daily Sun, continues to be extremely pleased with the level of expertise and responsiveness he receives from the Breezeline team.

Furthermore, The Daily Sun's staff feels confident that any service questions or issues will be attended to quickly and professionally. Internet and phone access for The Laconia Daily Sun isn't just a 9-to-5 requirement; its staff can't afford to wait for a call center to re-open the next business day when a 7:00 p.m. deadline needs to be met. The staff at The Laconia Daily Sun feels fortunate to receive local, highly personalized service and access to Breezeline experts who quickly help resolve any issues.



Breezeline delivers advanced Video, Internet, Business WiFi and Voice services to small and medium businesses over a highly reliable, Fiber-rich, high capacity network. It also offers customized, scalable Metro Ethernet enterprise solutions, including dedicated Fiber with symmetrical speeds up to 10 Gbps, point-point and multipoint transport, and Hosted Voice solutions. Breezeline supports its business clients with 24/7 network monitoring and technical support, professional client care, and dedicated local account executives.

To learn more, visit breezeline.com/business or call 855.567.1346