

## West Region Q3 Sales Tools

Get off to a fast start, West Region  
*with these*  
**SUMMER BLOCKBUSTERS**



SEATTLE | DENVER | SALT LAKE | LAS VEGAS | PORTLAND | SPOKANE

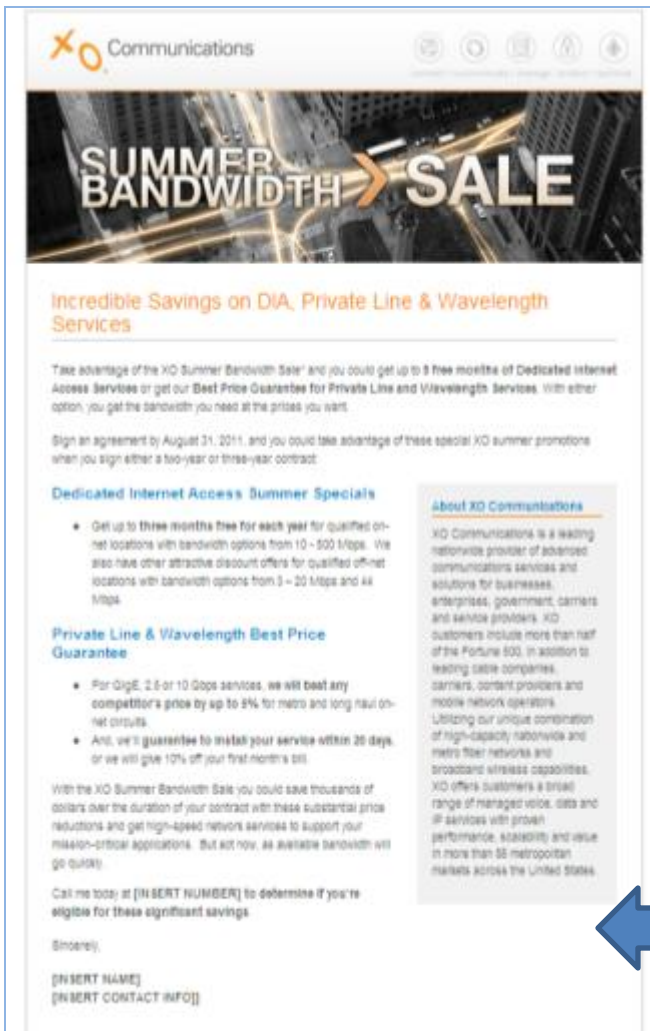
# SUMMER BANDWIDTH SALE

Use these aggressive offers to close DIA, Private Line, and Wavelength Services deals this summer.

XO customers and prospects can take advantage of the XO Summer Bandwidth Sale and **save up to 9 months of recurring costs** on Dedicated Internet Access Services or get the XO Best Price Guarantee for Private Line and Wavelength Services.

Customers must sign either a two-year or three-year agreement by **August 31, 2011** in order to take advantage of these special XO summer promotions

Click the image for a printable, customer facing marketing piece



The image shows a screenshot of an email marketing piece from XO Communications. The header features the XO logo and navigation icons. The main subject is the "SUMMER BANDWIDTH SALE" with a large orange arrow pointing right. Below this, the text reads "Incredible Savings on DIA, Private Line & Wavelength Services". The body of the email includes a paragraph about the sale, a sign-up deadline of August 31, 2011, and two main sections: "Dedicated Internet Access Summer Specials" and "Private Line & Wavelength Best Price Guarantee". The "DIA" section offers up to three months free for qualified on-net locations. The "Private Line" section offers a best price guarantee and a 10% discount on the first month. A sidebar titled "About XO Communications" describes the company as a leading nationwide provider of advanced communications services. The email concludes with a call to action to call a number to determine eligibility and includes placeholders for the sender's name and contact info.

# TRY & BUY ECS & CLOUD BACKUP PROMOTION

Consult your customers and prospects on how they may take advantage of XO Enterprise Cloud Security and/or Cloud Backup services and try it **free for one month.**



Click the image for a printable, customer facing marketing piece

TIP: Present to

- New customers
- Existing customers adding locations
- Contract renewal opportunities

And, use in combination with the Q3 MPLS IP-VPN/Ethernet VPLS or Enterprise SIP & MPLS IP-VPN “free Month” promotions as well as GM discount may be applied where appropriate

Click this image for an active, customer facing email template



Customers must sign a three-year agreement. Customers will be given a ill credit for one month worth of Enterprise Cloud Security and/or Cloud Backup monthly recurring charges (MRC)

# IP FLEX, IPFLEX w VPN, & SIP “FREE MONTH” PROMO

**Offer Details**

Available for a limited time, XO Communications offers up to three free months of service to customers who sign up for XO IP Flex, XO IP Flex with VPN, or XO SIP services.

- 1 Year Term:** 12th month free
- 2 Year Term:** 12th and 24th months free
- 3 Year Term:** 12th, 24th, and 36th months free

**Act Now. Offer Ends Soon!**

This special offer is available for a limited time only. Don't miss this chance to save on these economical, productivity-enhancing VoIP solutions from XO Communications.

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Use these aggressive offers to close DIA, Private Line, and Wavelength Services deals this summer.

XO customers and prospects can take advantage of the XO Summer VoIP AND SIP SERVICES Sale and **save up to 3 months of recurring costs** when they sign up for XO IP Flex, XO IP Flex with VPN, or XO SIP Solutions. Select a VoIP service best suited for your customer's needs and they will be eligible to get one free month of MRC for each year of their service agreement.

Click this image for an printable customer facing marketing piece

Click this image for an active, customer facing email template

Customers must sign either one-year, two-year or three-year agreement. 1-yr = 12<sup>th</sup> month free; 2-yr = 12<sup>th</sup> and 24<sup>th</sup> months free; 3-yr = 12<sup>th</sup>, 24<sup>th</sup>, and 36<sup>th</sup> months free



# MPLS IP-VPN/ETHERNET VPLS

## “FREE MONTH” PROMO

**XO<sup>®</sup> SUMMER BLOCKBUSTERS**  
XO<sup>®</sup> MPLS IP-VPN and Ethernet VPLS Promotion

**Offer Details**

New until September 30, 2011, customers that sign a three-year service agreement with XO Communications for MPLS IP-VPN or Ethernet VPLS solutions will get three months of service free!

Customers will be given a bill credit for 12, 24, and 36 months of monthly recurring service charges, including port, look, Class of Service (CoS), management & monitoring, monitoring only, and CPE rental charges.

The offer is valid for all access speeds.

**Act Now, Offer Ends Soon!**

This special offer is available for a limited time only. Don't miss this chance to get special savings on these secure, flexible, and cost-effective network solutions from XO Communications.

**Get Three Months Free!**

Don't miss an unprecedented special offer on XO<sup>®</sup> MPLS IP-VPN and XO<sup>®</sup> Ethernet VPLS, the intelligent, application-aware Wide Area Network solutions for multi-location businesses! Sign a three-year agreement with XO Communications and get three months of service free on top of already competitive XO monthly rates.

Take advantage of these special savings and get more bandwidth for your dollar, improved application performance, lower network operating costs, and more access options than traditional WAN services.

**XO IP Network Assets**

XO Communications operates an advanced nationwide IP/MPLS network with a terabit-capable routing core that is designed to deliver maximum coverage, performance and scalability.

\*Three-year contract term required. Based on service availability in your area. Available in all states. Available to new XO Communications' customer and existing business adding new locations. Some core locations only. International locations are not eligible. Excludes services in America or purchased through a reseller. No other discounts excluded from the promotion. Promotional pricing does not include taxes and other surcharges. Valid through September 30, 2011. Call your XO representative for details.

Solutions Built Around You www.xo.com

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Use these aggressive offers to close MPLS IP-VPN and ETHERNET VPLS solutions

XO customers and prospects can take advantage of the XO Summer Special offer for multi-location business! Customers **save up to 3 months of recurring costs on top of already competitive XO monthly rates** when they sign up for XO MPLS IP-VPN and XO ETHERNET VPLS, the intelligent, application-aware Wide Area Network solutions for multi-location business!



Click this image for a printable, customer facing marketing piece



Click this image for an active, customer facing email template

**XO<sup>®</sup> SUMMER BLOCKBUSTERS**  
XO<sup>®</sup> MPLS IP-VPN and Ethernet VPLS Promotion

**Get Three Months Free!**

Don't miss an unprecedented special offer on XO<sup>®</sup> MPLS IP-VPN and XO<sup>®</sup> Ethernet VPLS, the intelligent, application-aware Wide Area Network solutions for multi-location businesses! Sign a three-year agreement with XO Communications and get three months of service free on top of already competitive XO monthly rates.

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This special offer is available for a limited time only. Don't miss this chance to get special savings on these secure, flexible, and cost-effective network solutions from XO Communications.

**Solutions Built Around You**

Customers will be given a bill credit for 12<sup>th</sup>, 24<sup>th</sup>, and 36<sup>th</sup> months of monthly recurring service charges INCLUDING port, look, Class of Service (CoS), management & monitoring, monitoring only, and CPE rental charges. This offer is valid for all access speeds. Customers must sign a 3-year agreement.



# ENTERPRISE SIP WITH MPLS IP-VPN “6-MONTHS FREE” PROMO

Use these aggressive offers to close MPLS IP-VPN and ETHERNET VPLS solutions

XO customers and prospects can take advantage of XO's comprehensive enterprise SIP Trunking and MPLS IP-VPN Summer Special offer. You can help your customers get more bandwidth for their dollar, improved application performance, lower network operating costs, and more access options than traditional WAN services and **get up to 6-Months free service!**

Click this image for an active, customer facing marketing piece

Click this image for an active, customer facing email template

**XO® SUMMER BLOCKBUSTERS**  
XO® Enterprise SIP with MPLS IP-VPN Promotion

**Offer Details**

New until September 30, 2011, customers that sign a three-year service agreement with XO Communications for Enterprise SIP with MPLS IP-VPN will get six months of service free!

Customers will be given a bill credit for 11<sup>th</sup>, 12<sup>th</sup>, 23<sup>rd</sup>, 24<sup>th</sup>, 35<sup>th</sup>, and 36<sup>th</sup> months of MPLS IP-VPN & Enterprise SIP monthly recurring charges (MRC), including port, loop, Class of Service (CCoS), management & monitoring only, and CPE rental charges for MPLS IP-VPN and port, loop, and sessions for Enterprise SIP. This offer is valid for all access speeds.

**Act Now, Offer Ends Soon!**

These special contract terms are available for a limited time only. Don't miss the opportunity to benefit from this comprehensive offer and take advantage of the flexible, cost-saving XO Enterprise SIP solution.

**Get SIX Months Free!**

Take advantage of our comprehensive enterprise SIP trunking and MPLS IP-VPN solution, and let XO Communications help your distributed enterprise simplify, streamline and achieve better cost savings for your network. Take advantage of these special savings and get more bandwidth for your dollar, improved application performance, lower network operating costs, and more access options than traditional WAN services.

With a converged voice and data network utilizing XO® Enterprise SIP and XO® MPLS IP-VPN, your organization can:

- Reduce Total Cost of Ownership - with fewer phone systems to support multiple locations
- Cut Down Operating Costs - by not having to maintain costly PRI facilities or local voice trunks at each level, eliminating operating costs of managing separate voice and data networks, and eliminating long distance charges between unconnected sites
- Increase Efficiency - with converged voice and data on one network, and significantly less effort to connect new locations to the Public Switched Telephone Network
- Gain Greater Flexibility - by sharing the same voice trunk capacity among locations to make the most of time-of-day or seasonal calling needs
- Standardize - phone systems, and manage local services from a central location

\*Three-year contract term required. Available to new customers only. Available in all geographies. Based on service availability in your area. Down area locations only. International locations are not eligible. If customer chooses to terminate or purchase the service, the service would be excluded from the promotion. The standard pricing does not include taxes and other charges. Call your XO representative for details. Valid through September 30, 2011.

Solutions Built Around YOU. WEST.XO.COM

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**XO® SUMMER BLOCKBUSTERS**  
XO® Enterprise SIP with MPLS IP-VPN Promotion

**Get SIX Months Free!**

Take advantage of our comprehensive enterprise SIP trunking and MPLS IP-VPN solution, and let XO Communications help your distributed enterprise simplify, streamline and achieve better cost savings for your network. Take advantage of these special savings and get more bandwidth for your dollar, improved application performance, lower network operating costs, and more access options than traditional WAN services.

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- Standardize - phone systems, and manage local services from a central location

**Act Now, Offer Ends Soon!**

These special contract terms are available for a limited time only. Don't miss the opportunity to benefit from this comprehensive offer and take advantage of the flexible, cost-saving XO Enterprise SIP solution.

Call me today at [INSERT NUMBER]

Sincerely,  
[INSERT NAME]  
[INSERT CONTACT INFO]

\*Three-year contract term required. Available to new customers only and existing customers with no location. Available in all geographies. Based on service availability in your area. Down area locations only. International locations are not eligible. If customer chooses to terminate or purchase the service, the service would be excluded from the promotion. The standard pricing does not include taxes and other charges. Call your XO representative for details. Valid through September 30, 2011.

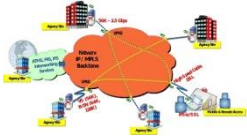
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Customers will be given a bill credit for 11<sup>th</sup>, 12<sup>th</sup>, 23<sup>rd</sup>, 24<sup>th</sup>, 35<sup>th</sup>, and 36<sup>th</sup> months of MPLS IP-VPN & Enterprise SIP MRC, including port, loop, class of service (CCoS), management & monitoring only, and CPE rental charges for MPLS IP-VPN and port, loop, and sessions for Enterprise SIP. This offer is valid for all access speeds. Customers must sign a 3-year service agreement to get six months of service free.

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# To Build a Strong Presentation... Be in the Know!



## IP FLEX AND IP FLEX with VPN ORIGINATING CALLER ID WORKAROUND

7/22/11: Did you know that IP Flex does not forward the originating Caller ID when the Flex location forwards an incoming call from the PST back out to another number via the PSTN? No worries, XO has a workaround to assist our customers... [READ MORE HERE](#)



## GO HOSTED WITH NEW SPIFFS FROM XO AND POLYCOM!

7/22/11: XO and Polycom are pleased to announce two new spiFFs you can earn when your customers leverage the benefits of XO Enterprise Cloud Communications (ECC). Help you customers simplify their communications with XO ECC and get **\$500** for each deal signed! ... [READ MORE HERE](#)



## GET TO KNOW IPv6 : WHAT IS IPv6 AND WHY IS IT IMPORTANT?

7/12/11: Think of IPv6 as an upgrade to the way networks – one of the most popular of which is the Internet – send and receive data. The expansion of the Internet is inevitable, and as such, it has become necessary to make enhancements in order to accommodate the millions of new devices used to access it every day. ... [READ MORE HERE](#)