

# CASE STUDY – BUNDLED SERVICES STABILIZE COST

## DELTACOM HELPS ENSURE HIPAA COMPLIANCE

Established in 1962, the David M. Gilston Insurance Agency is a full-service brokerage house that represents various carriers for multiple lines of insurance, including health, life, disability, vision, and dental. The agency works directly with brokers to help them find the most comprehensive benefit packages available to meet the needs of their clients. Agency personnel require fast and reliable communication services to remain productive and customer-service oriented.

### CHALLENGE

In the late 1990s, the David M. Gilston Insurance Agency contracted with three separate vendors for local phone service, long distance phone service, and Internet access. “Dealing with three different vendors was a nightmare,” explained Sam Gilston, Director of Information Services for the agency. “Each vendor had a different renewal date, so we felt like we were constantly negotiating contracts and watching fees increase.”

Then Gilston spoke with a Deltacom sales representative and learned the company was the only provider that could bundle all the telecommunications services his growing small business needed. “It was clear Deltacom understood what our company required to stay connected and productive,” he said.

### SOLUTION

Now the David M. Gilston Insurance Agency works with a single vendor for reliable, efficient, scalable, and cost-effective local and long-distance voice services, as well as Internet access. “That means we deal with one Deltacom contact for all of our needs, allowing us to focus on our customers and grow our company,” Gilston said.

The agency has been a Deltacom customer since 2000. Each site in South Carolina (Charleston and Columbia) has three T-1 lines for data and one T-1 line for voice, providing a total of 36 phone lines. Gilston cites responsiveness as one of the high points of the partnership. “If we have an issue or come up with a new idea, I tell our local sales rep. She doesn’t try to sell me something we don’t need. Instead, she and her team are always available to sit around the table with our engineers to hammer out the best plan.”

### RESULTS & BENEFITS

In addition to reliability and speed, Deltacom provides cost stabilization for the agency. “The price difference between unbundled services, multiple vendors, and changing renewals versus Deltacom’s bundled solution was significant in 2000,” Gilston explained. “And now when Deltacom’s competitors try to sell their solutions, I explain that I have eight T-1 lines through Deltacom, and they know they can’t compete.”

Deltacom’s T-1 lines offer two additional benefits. “Not only can we dial up bandwidth as needed as more of our business is completed online, but we also rely on the T-1s to help ensure HIPAA (Health Insurance Portability and Accountability Act) compliance,” Gilston said. “Emails with customer health information are encrypted in-house; the T-1s speed the login process for vendors to get the encryption keys to read the secure email. Without these T-1s, we’d be putting ourselves at risk.”

## DAVID M. GILSTON INSURANCE AGENCY: A DELTACOM CUSTOMER



“The price difference between unbundled services, multiple vendors, and changing renewals versus Deltacom’s bundled solution was significant in 2000 and is significant now.”

– Sam Gilston, Director of Information Services, David M. Gilston Insurance Agency and a Deltacom Customer since 2000

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