

# Shorewest

Wisconsin's largest home seller reduces costs with future-focused solutions

## Shorewest

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

- Founded in 1946 as Wauwatosa Realty
- Wisconsin's largest home seller
- Comprises 29+ offices with more than 1,400 employees
- \$600 million in yearly revenue



### Challenges

- Dated voice and internet services were no longer cost-competitive
- Little flexibility to expand
- Lacked robust network security features

### Solutions

- Level 3 Red network provided state-of-the-art internet services
- Lumen® Network Protection Service (NPS) to enhance security
- A go-forward voice solution reduced monthly costs while eliminating outdated technology

### Results

- Reduced operating overhead
- Improved network reliability
- Increased network safety and security
- More flexibility to support expansion



**1,428**

Employees supported by Lumen

**29**

branches currently connected to Lumen

## Challenge

### Legacy tech was a barrier to exemplary customer service

Buying or selling a house can be stressful, and Shorewest has a steadfast commitment to helping Wisconsin families feel supported and connected throughout the process. The company has experienced exponential growth for more than 75 years, but it was becoming increasingly difficult to deliver exemplary services with legacy technology.

Shorewest's legacy Time Warner circuit was significantly outdated and more expensive than newer alternatives. The company grew increasingly interested in cost-effective services that offered more security and scalability for continued growth.

"Sticking with a legacy product usually means you're pigeonholed into what that service currently offers," said Isaiah Chen, Director of Infrastructure and Information Systems at Shorewest.

Their Time Warner circuit was on Lumen, and their Lumen account manager reached out to help them explore some fresh options.

## Solution

### Lumen solutions replace outdated tech and slash recurring monthly costs

Lumen proposed three improvements that would help Shorewest maintain top-quality service: better internet, better voice services, and better network security.

"If [Lumen] suggests something to us, we're inclined to go along with it," Chen said. "It was a decision that was born out of trust."

The company migrated to Lumen's Level 3 Red network, a go-forward solution for internet service that delivers unprecedented, reliable connectivity. Then, they upgraded to modern voice services. The last step was to adopt Lumen® Network Protection Service (NPS), which features DDoS protection.

With these upgrades, the company is ready to take on more ambitious projects in the future.

### Lumen Solution Set

- [Lumen® Dedicated Internet Access](#)

- Lumen® Network Protection Services
- [Lumen® Voice Solutions](#)

“Our transition to modern circuits was easy and fast and was facilitated every step of the way by friendly, knowledgeable people..”

— Isaiah Chen

Director of Infrastructure and Information Systems at Shorewest

## Results and Future Plans

### Smooth and reliable service for home buyers and sellers

With these upgrades, Shorewest reduced operating costs, and their more modern network can better support the needs of their growing agent and customer base.

They couldn't have done it if they didn't have faith in their trusted partnership with Lumen.

"Everybody that I've interacted with at Lumen has been knowledgeable and helpful. This has helped keep the relationship healthy and has provided a sense of security and comfort that few other vendors will provide."

Shorewest is excited to continue using Lumen go-forward products, which enable them to capture cost savings in addition to opening a range of possibilities for future expansion.

They now have stronger, safer, and more reliable internet and voice services, allowing their agents and staff to focus on what matters most: guiding home buyers and sellers through a complicated, emotional process and delivering exemplary customer service.

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