alphabroder

A stable network allows an apparel distribution company to put customers first

alphabroder

www.alphabroder.com

- alphabroder is America's leading supplier of wholesale imprintable apparel, promotional products and goods
- 2,500 international employees
- 90,000 customers
- Features more than 6,500 styles from 60+ brands

Challenges

- Their rigid MPLS infrastructure was costly
- Limited flexibility in managing bandwidth
- Managing multiple vendors was a challenge

Solutions

- Lumen® Dedicated Internet Access (DIA) for improved performance
- Ethernet Private Line for the connection between their headquarters and their data center

Results

- Easier network management
- Fewer outages
- Improved employee and customer experience

alphabroder

" **Partnering with Lumen helps us manage our network more effectively. Instead of trying to keep the network up, I'm focused on improving our service."**

— **Ted Dayno,**
   Senior Network Engineer, alphabroder

Current Lumen customer compensated for their endorsement

LUMEN®

Challenge

Creating a stable network for same-day service

alphabroder is more than an apparel distributor. They build brands, champion causes and offer limitless solutions. Their distribution and production facilities cover 99% of the US population in a one to two-day ship, and their expert-level service fulfills their mission of being the most trusted and valued partner for branded products and services.

For years, alphabroder's rigid and costly MPLS network limited the team's ability to manage their bandwidth. They had frequent network outages, and IT was spending their time putting out fires instead of finding improvements.

"The connectivity between the warehouses is very critical to the business as we rely on same-day service," said Ted Dayno, senior network engineer at alphabroder. "The business depends on the network to help ensure that products are delivered on time."

Without a stable network, alphabroder couldn't deliver on their mission.

Solution

Solid customer service helps pivot to the cloud

The first step for alphabroder was to address their WAN connectivity problems. For that, they turned to Lumen.

"Lumen provided better value, better pricing and an easy implementation plan," Dayno said. "It was a no-brainer to select Lumen as our business partner going forward."

Then, they moved forward with cloud services, pivoting away from legacy MPLS to Lumen® Dedicated Internet Access (DIA). "That's really helped us keep the cost down while still providing good network performance," Dayno continues.

Just as alphabroder prioritizes customer service, so does Lumen. Their support team is extremely responsive, providing timely updates to share with management.

"Their focus on customer service is a big factor for me as a business partner. A company could provide an excellent service, but if they don't back it up with customer service, that new technology will go to waste," Dayno said.

Lumen Solution Set

- Lumen® Dedicated Internet Access (DIA)
- Ethernet Private Line

Results and Future Plans

Increasing uptime and reducing connectivity costs

With Lumen solutions, alphabroder optimizes bandwidth to access applications faster, with less latency. They've also reduced WAN connectivity costs by 20%.

"Uptime has been great," Dayno said. "We do have redundant infrastructure, but most of the time, with Lumen as the primary connection, we rarely need that backup solution."

Since alphabroder moved to Lumen, managing services is easier, too.

"We can easily manage multiple circuits and services across different distribution centers with one vendor. Rather than managing accounts and services, we can focus on other things, like improving the network and business growth."

The benefits extend to their employees and their end users. With few network disruptions, they can return to their top priority: Excellent customer service.

LUMEN®