

# CJRW

Accommodating large video files and photo transfers with a reliable network

## CJRW

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

- Founded in 1961 in Little Rock, Arkansas
- Offers a comprehensive suite of advertising services, including creative, media, publishing, PR and more
- Specializes in the local tourism industry



### Challenges

- Service disruptions and downtime
- Ensuring a reliable and secure network during acquisitions
- Managing large video files and high-resolution photographs

### Solutions

- Lumen® High-Speed Internet increases bandwidth
- Lumen® Dedicated Private Connections provide secure and efficient data transfers
- Lumen® PRI Phone System delivers consistent and clear voice communication

### Results

- CJRW experiences very few outages with Lumen, significantly reducing operational stress
- High-speed, dedicated internet and private connections enhance productivity and client satisfaction
- Increased bandwidth and consistent uptime leading to improved service delivery



“ CJRW has benefitted from Lumen’s high-speed internet, reliable telephone service, dedicated private connections and service uptime. Not worrying about service interruptions allows CJRW to focus on our clients.”

— Jill Joslin  
President, CJRW

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## Challenge

### Connectivity issues interrupted client service

It's easy to take the internet for granted, but 20 years ago, CJRW didn't have that luxury. Their previous internet service provider couldn't provide reliable connectivity, and the agency experienced frequent downtimes that hampered their operations and client interactions.

The issue became even more urgent when CJRW acquired a local video production house, necessitating a reliable and secure connection between multiple offices. Additionally, the company was expanding and needed to successfully handle more transfers of large video files and high-resolution photographs.

CJRW needed a robust IT infrastructure to support their growth and ensure smooth and efficient service delivery to their clients.

## Solution

### Exploring robust options with a new provider

Lumen stood out for its comprehensive suite of services, and the initial engagement with CJRW kick-started a partnership that has lasted for nearly 20 years. Lumen® High-Speed Internet enables CJRW to handle the massive video files and high-resolution photo transfers, and Lumen® Dedicated Private Connections provide secure and efficient data transfer between locations without adding vulnerabilities.

"The point-to-point private line provides two benefits. One, it was private, so data isn't going over the open internet, and two, the bandwidth between offices was better than what we would have had with encryption," says Bob Johnston, IT Director at CJRW.

CJRW also adopted the Lumen® PRI Phone System, which delivered consistent and clear voice communications.

"The biggest positive is the uptime and reliability," Johnston said. "Their service has taken a lot of stress and headache off my plate."

## Lumen Solution Set

- Lumen® High-Speed Internet
- Lumen® Dedicated Private Connections
- Lumen® PRI Phone System

## Results and Future Plans

### Firing ahead with unparalleled reliability

Lumen solutions have transformed CJRW's operations, increasing efficiency and allowing the business to run smoothly and without disruption. Because CJRW doesn't have to deal with outages and missed connections, they can focus on delivering exceptional service.

"If a customer calls, we can answer," said Johnston. "We can pass data files back and forth numerous times without interruption. I haven't known of any dropped calls in many, many years."

CJRW plans to add more Lumen products to their stack, including upgrading their legacy phone services. He also recommends Lumen to all his colleagues.

"I've recommended Lumen Technologies probably 50 times over the years to my friends who run businesses or hold IT positions, and I will continue to recommend Lumen," said Johnston. "It works well, and I don't see us changing anything."

CJRW has become so confident in their connectivity that they take it for granted — just as it should be.

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