

SUCCESS STORY

MEDIA SOLUTIONS



Covad Delivers Picture-Perfect Communications

Media Solutions has been a leading supplier of video cameras and related equipment to professional broadcast technicians since 1998. Its customers include many TV stations, video production companies, and universities. Partnering with Video Service of America (VSA), the nation's low-cost provider of recording media and equipment for over 29 years, Media Solutions offers hundreds of products from more than 60 manufacturers. Maintaining and monitoring four West Coast locations demands exceptional communications between offices. Covad ClearEdge Pro voice service lets them stay well connected.

SCENE ONE. Effectively managing a multi-location operation was proving difficult for Media Solutions. Headquartered in Benicia, near San Francisco, California, with sales offices in North Hollywood, Portland, and Seattle, the video equipment distributor needed better tools to monitor its disparate operations and improve communications. "We are a small business with just ten employees," says Josh Hatfield, sales manager with Media Solutions. "We don't have the resources of a large company." Receiving four different phone bills each month was a minor irritation. Occasional phone outages and missed customer calls were more serious issues. Although the company maintains an extensive eCommerce website, 85 percent of its orders come in by phone. "We have built many personal relationships with customers who prefer doing business by phone," says Hatfield. "For many customers, it's more convenient to just pick up the phone rather than going online and ordering." And because there are very few administrative employees, customer calls to any of the offices could go unanswered if staff were out of the office. Missing a customer's call can be devastating to a business built on personal relationships. Another challenge was monitoring the daily operations of the remote offices. Hatfield relied upon local staff to accurately prepare sales call logs and mail them to headquarters on a regular basis.

Although Media Solutions' four locations are separated by hundreds of miles, Covad ClearEdge Pro voice service has brought them together into a single, virtual site, beginning with consolidated billing. "One bill from Covad made more sense," says Hatfield. "It allowed us to manage better."

- **Challenge**—Managing disparate locations efficiently and improving communications
- **Solution**—Covad ClearEdge Pro integrated voice and data service
- **Benefits**—Better view of the business; enhanced communications

SUCCESS STORY

Media Solutions

“Covad ClearEdge Pro voice service definitely makes us more productive. I don’t think we could operate without it.”

Josh Hatfield

Sales Manager, Media Solutions

EXTREME CLOSE-UP. Consolidation goes well beyond billing, thanks to Covad ClearEdge Pro. Hatfield has online access to call logs at all four locations from any PC. The Dashboard feature enables Hatfield to immediately view call records made by sales people, for example, eliminating the need for manual preparation and mailing. “I can tell who is working and who is not,” says Hatfield. “I know more about what’s going on with our business.”

CASTING CALL. The same technology that allows Hatfield to view call records remotely also enables any employee to monitor and answer incoming calls to other locations. With just one or two employees at each of the sales offices, there are often times when no one is available to answer the phone. “We can literally ‘see’ the lines for the remote sales offices on our phones here through the Covad Dashboard,” says Hatfield. “The ability to pick up the phone and take an order from one of the other locations when they are not in the office is a huge benefit for us.”

FIRST TAKE. The newest Media Solutions office is located in Portland. A one-person site, the local salesperson spends a great deal of his time out of the office calling on prospects and customers in the area. Covad ClearEdge Pro ensures that he is always available with the Find Me/Follow Me feature, which intelligently routes calls to his cell phone, home phone, office phone, or any number in any sequence he designates. Callers never have to guess what number to dial. “He never misses an incoming call when he’s out,” says Hatfield.

This Covad service has greatly improved communications at Media Solutions. All four locations are operating as a single unit and outages have not been an issue. “I don’t think we’ve had any downtime in over a year,” says Hatfield. Covad Pro has also given Hatfield a clearer picture of his business. “If we didn’t have this service, I feel like we’d have a blindfold on. Covad ClearEdge Pro voice service definitely makes us more productive. I don’t think we could operate without it.”

SERVICES TO KEEP YOUR BUSINESS A STEP AHEAD. Are you a business with five or more employees utilizing both telephone and Internet services? Are you looking for a powerful, integrated communications solution that puts that power and control in your own hands? If you are, then Covad can help transform the way your business communicates.

To learn more about Covad VoIP services, call 1-866-292-4879. Or visit www.covad.com.



Covad Communications, 110 Rio Robles, San Jose, CA 95134

© 2006 Covad Communications Company. All rights reserved. Covad and the Covad logo are trademarks of Covad Communications Group, Inc. All other marks mentioned are the property of their respective owners. This service is not available in all areas. Use of Covad Communications' products and services is governed by Covad standard agreements, customer policies, service level agreements, and acceptable use policy. Service may be limited as described in Covad's terms of service and may not be available in the event of power failures.