WEBIMAX TAPS COMCAST BUSINESS TO RAMP-UP CLIENT SERVICE AT GROWING DIGITAL MARKETING AGENCY

New Jersey Firm Improves Business Operations and Customer Communications with Comcast Business Ethernet Services and Sip Trunks Over Fiber

COMCAST BUSINESS B4B

LEADING DIGITAL MARKETING AGENCY SERVICES CUSTOMERS WORLDWIDE

WebiMax is a full-service marketing agency with 100 employees and more than 400 clients worldwide. The company offers a range of services, including search engine optimization, paid search, social media, consulting, online lead generation, brand reputation management and web design.

Founded in 2008 in Mount Laurel, New Jersey, the agency recently relocated to a larger office in Camden, New Jersey to support the city's urban revitalization effort. With its new location, WebiMax is better positioned to attract talent from the Philadelphia metropolitan area as it continues to grow.

GROWING COMPANY REQUIRES ROBUST INTERNET AND VOICE SERVICES

As a digital marketing agency, everyone at WebiMax relies on the Internet to effectively do their jobs and interact with clients. Over the past few years, the need to send large, graphic-intensive files, such as videos, infographics and other high-resolution images for approvals and editing became a pre-requisite for business as usual.

But as the company grew, more employees needed to send bandwidth-intensive files, straining the 25 megabits per second (Mbps) connection. The increased traffic added additional latency to the network.

In addition, the company had been using a mix of PBX services and bonded T1 lines to obtain voice services, but employees and clients were frustrated with the quality of service. The service offered limited voice capabilities.

"We have worked with a handful of Internet and voice carriers over the years, but the quality of service has consistently been lacking. We were in desperate need of an upgrade," said Sean O'Donnell, CTO and Principal, WebiMax.

WITH COMCAST BUSINESS SERVICES, WEBIMAX GAINS EFFICIENCIES

WebiMax evaluated multiple Internet and voice service providers, and ultimately decided on Comcast Business because of its high-performance Internet and voice services, its ability to install them quickly and its great customer service.

Comcast Business deployed a 50 Mbps Ethernet Dedicated Internet service over fiber at WebiMax's office. This provided the jump in speed and reliability the company had been looking for, enabling employees to send videos and bandwidth-intensive files to customers quickly and easily. Further, the new service has enough scalable capacity to support an office-wide Wi-Fi service for WebiMax employees and clients.

SITUATION
- Full-service marketing firm based in Camden, New Jersey
- Founded in 2008
- 100 employees
- 400+ worldwide customers

CHALLENGE
- Difficulty sending large files over the network
- Voice service with limited capabilities

SOLUTION
- Comcast Business Ethernet Dedicated Internet
- Comcast Business SIP Trunks

RESULTS
- 50 Mbps dedicated Ethernet connection
- Ability to send large files with ease
- Clear voice quality
- Improved customer communication

In addition, Comcast Business installed SIP Trunks, a VoIP solution that provides a dependable voice communication over a private IP network so phone calls can be prioritized over other types of network traffic. The new voice service provides improved voice quality over the previous system, and allows WebiMax employees to connect to the system from home and remote offices. With a simple phone call, WebiMax can easily scale the number of lines if needed instead of having to wait for physical trunks to be connected – a huge benefit for a rapidly growing agency.

"Working with Comcast Business has been a great experience for us. Our calls have great clarity and our Internet connection is reliable. Our service is dramatically better today than it was before," added O'Donnell.

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