

# DYNATRONICS HELPS TOP ATHLETES GO THE DISTANCE WITH HIGH-PERFORMING NETWORK SERVICES FROM COMCAST BUSINESS

COMCAST  
BUSINESS

LEADER IN ADVANCED REHABILITATION TECHNOLOGY AND EQUIPMENT RELIES ON BUSINESS INTERNET TO BRING U.S. ATHLETES CLOSER TO THE GOLD

## Trusted Manufacturer and Distributor of Electrotherapy and Therapeutic Products Helps Improve Patient Outcomes Nationwide

Headquartered in Cottonwood Heights, Utah, a suburb of Salt Lake City, Dynatronics Corporation has been manufacturing, marketing and distributing advanced-technology medical devices, treatment tables and rehabilitation equipment for over 30 years. The company now employs approximately 200 sales, financial, administrative and manufacturing professionals across four sites in Utah, Texas, Michigan, and Tennessee.

Over the years, Dynatronics has proudly built a reputation for its premium, high-quality brands, which it delivers alongside unparalleled customer service to nearly 20,000 dealers, individual clinics, hospital systems and professional and collegiate sports teams across the country. The company was a silver sponsor for the 2002 Winter Olympic Games in Salt Lake City, where it provided the training and medical stations for all venues. Since then, Dynatronics has supported a number of similar events with donations and medical supplies and is currently an official sponsor of U.S. Speedskating and a highly trusted provider of orthopedic products to the Team USA Ski Team.

“The athletes we serve all possess the gifts of speed, agility and power, but sometimes they need a little help in meeting their fitness goals or bouncing back after an injury,” said Kelvyn H. Cullimore, Jr., Dynatronics’ Chairman and CEO. “Our line of athletic training equipment offers high-quality rehabilitation, evaluation, orthopedic and therapeutic solutions that are designed using the latest and most celebrated technology in the industry. Our products help our customers heal quickly so they can go back to doing what they do best: winning.”

## Reliable Internet Helps Facilitate Customer Communications and Provide Patient Care

With so many customers around the country, Dynatronics relies on its high-speed Internet connection to ensure that all employees have access to critical enterprise resource planning (ERP) software, accounting programs and inventory tracking applications. This is especially important for the company’s satellite facilities in Tennessee, Texas and

### SITUATION

- Medical equipment retailer carrying 8,000+ products
- Caters to the physical therapy and sports therapy markets
- Four locations across four states
- Customers include members of U.S. national competitive speedskating and ski teams

### CHALLENGE

- Access to ERP software, accounting programs and inventory tracking tools requires reliable Internet connectivity
- Large design files demand extra network capacity between sites

### SOLUTION

- Comcast Business Internet

### RESULTS

- Fast Internet connection expedites file transfers and helps boost business productivity

Michigan. Without a reliable means of connecting to these key business functions, employees would be unable to address customer inquiries or place orders in a timely fashion.

Dynatronics’ Tennessee location, which is responsible for most of its manufacturing operations, also relies heavily on its Internet connection for the transfer of high-quality product images and large design files between sites. Because of its geography, however, poor weather conditions would frequently wreak havoc on the area, knocking out important telecommunications services.

“We needed an Internet provider that could give us reliability coupled with a reasonable price, with a wide network footprint so we could connect our locations across the country,” continued Cullimore. “At the same time, we also wanted something that was easy to set up without needing to sacrifice performance.”

## **Comcast Business Delivers Powerful Network Solutions to Help Companies Stay Competitive**

Dynatronics selected Comcast Business to install a 50 Megabits-per-second (Mbps) Business Internet connection at its Michigan, Texas and Tennessee facilities. This high-speed network links back to company headquarters and allows employees across these three locations to transfer important files, access key business applications and get online with ease. It also lets them fill product orders, respond to inquiries from customers nationwide, including the US Speedskating team and Team USA Ski team, and address any quality concerns quickly.

“The network services we now have from Comcast Business have allowed us to take advantage of the latest technology while still enjoying a simplicity that we never thought would be possible,” concluded Cullimore. “Everything was so easy; we simply plugged a wire into a port, turned on a switch and it all just worked. In a highly competitive industry where being first-to-market for our products is paramount to our success as an organization, it’s a relief to know that one thing we don’t have to worry about is the reliability of our Internet connection.”

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