## ID Label Modernizes Business-Critical IT Infrastructure with Comcast Business

*With new connectivity solutions in place, the custom-barcode label manufacturer is positioned for continued growth*

**CHICAGO, ILLINOIS – February 16, 2020** – Comcast Business today announced ID Label has implemented Comcast Business SD-WAN on the ActiveCore<sup>SM</sup> software-defined networking (SDN) platform and Ethernet services to securely connect its sites around the country, create workflow efficiencies and prepare for future modernization and growth.

ID Label manufactures custom barcode labels and asset tags for businesses in a variety of industries, with its production facilities and headquarters in Illinois and offices in Rhode Island and Seattle. Previously, ID Label had been relying on individual, open-source VPNs to connect its remote sites to headquarters, but experienced frequent lags and dropped connections.

The company began looking for a private network and considered options like MPLS and hardware VPNs. But due to business changes and acquisitions over the years, its infrastructure environment consisted of multiple servers and network systems buckled together. This not only created workflow redundancies and inefficiencies, but it also would have taken significant time and resources to overhaul and modernize the infrastructure.

ID Label instead selected Comcast Business' software-defined networking (SD-WAN) to link all of its facilities together, and installed Comcast Business Ethernet Dedicated Internet (EDI) to support load balancing in the Lake Villa headquarters.

"As we've grown, it was apparent that our previous infrastructure wasn't poised to sustain our growth, and it was unrealistic for us to redesign our network with the amount of work that had to be done, as well as the time and spend required," said Danielle Beshel, director of IT for ID Label. "ActiveCore was the perfect solution, giving us the flexibility we need as we prepare the business for future growth. Comcast Business installed all the infrastructure and manages it for us, and now all of our sites are within the same network and easily monitored and controlled to mitigate lags or system outages."

With the new capabilities ActiveCore brings to ID Label's network, its IT team is working to re-engineer its infrastructure and remove system silos. This will help employees be more productive and eliminate redundancies in their workflows, such as having to double-enter data.

"Modern networking solutions like SDN are critical for businesses with a growth mindset, especially when they operate facilities across a geographic region, and ID Label has deployed the infrastructure that will support its ambitious goals," said Jeff Cobb, Regional Vice President, Comcast Business. "With the bandwidth, flexibility and security our ActiveCore solution will provide for ID Label, the company can continue to support its customers' specialized needs while driving toward future product innovation and workflow efficiencies."

For more information, please visit http://business.comcast.com.

**About Comcast Business**
Comcast Business offers Ethernet, Internet, Wi-Fi, Voice, TV and Managed Enterprise Solutions to help organizations of all sizes transform their business. Powered by an advanced network, and backed by 24/7

customer support, Comcast Business is one of the largest contributors to the growth of Comcast Cable. Comcast Business is the nation's largest cable provider to small and mid-size businesses and has emerged as a force in the Enterprise market; recognized over the last two years by leading industry associations as one of the fastest growing providers of Ethernet services.

For more information, call 866-429-3085. Follow on Twitter @Comcast Business and on other social media networks at http://business.comcast.com/social.

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