

SUCCESS STORY

BUDDY'S FLOORING OUTLET



Covad Rolls Out the Carpet for Improved Communications

Known by its slogan, “Someone has to make flooring affordable,” Buddy’s Flooring Outlet is a liquidator of carpet, laminate and hardwood flooring, ceramic and porcelain tile, sheet vinyl, and area rugs. The retailer typically stocks over 2 million square feet of inventory in its Ontario and Monrovia, California, stores. The Ontario location is also headquarters for two *Carpet One* flooring stores operated by Buddy’s in Upland and Corona, Southern California. Close communication between the Ontario store and the other three locations is vital to efficient operations. Their Covad T1 service keeps these disparate locations well connected.

PULLING THE RUG OUT. Buddy’s sales associates rely on business applications on the main server at the headquarters location to process customer orders, check order status, query the inventory database, and view customer order history. But access to these applications from the remote stores was inconsistent and slow. “We had a standard DSL line from our local phone company installed at our headquarters that didn’t have the reliability or the bandwidth we needed,” recalls Jeff Stark, financial operations manager for Buddy’s. “The service was going in and out all the time, so remote stores couldn’t connect to the main server. And response time was often slow because of limited bandwidth on our old DSL line.”

Whenever the DSL service was down, sales associates were unable to fill orders online. They would have to locate a preprinted order form, fill it out by hand, and fax it to the main office. They would also frequently follow-up by phone to make sure the office received the order with all the information they needed. Then the headquarters staff would have to key in all the information from the fax. This process was time consuming and prone to errors. A DSL outage also meant that sales associates would have to call the main office to check order status or inventory. “It was very inefficient,” says Stark.

- **Challenge**—Share data reliably among multiple locations
- **Solution**—Covad T1 service
- **Benefits**—Economical, dependable communications

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Jeff Stark

Financial Operations Manager
Buddy's Flooring Outlet

COVAD TAKES THE FLOOR. In mid-2006, Stark decided to find a more reliable and cost-effective solution. He evaluated several broadband service providers. “Most were expensive, and they were trying to push services on us that we didn’t need or want,” says Stark. Then Covad offered their T1 service.

“The 1.5 Mbps T1 from Covad provided a significant increase in bandwidth at the right price and, even more important, it offered a superior service level agreement with a 99.99 percent monthly uptime target,” says Stark.

ROLL OUT THE RED CARPET. Stark was very satisfied with the level of service Covad provided—from the fast, issue-free T1 installation to Covad’s T1-only, toll-free hotline. On those few occasions when Stark has contacted Covad Customer Service, the response has been fast and positive. “Any time I call them, everything gets taken care of. It’s a great experience.”

The positive experience with T1 has led Stark to consider replacing one or more of the DSL services at remote store locations with Covad.

Buddy's Flooring Outlet has clearly benefited from the high-speed connection. “Covad T1 service has allowed us to operate very reliably. It’s more efficient. There’s no downtime, and everything runs smoothly.”

COUNT ON COVAD. Covad has been delivering business-class broadband service to businesses for more than ten years. When it comes to broadband communications, there is no one more experienced than Covad. Covad offers high-speed Internet connectivity and business services such as email and Web hosting over its nationwide network.

To learn more about Covad business-class services, call 1-800-931-9742.
Or visit www.covad.com.



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

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