



Global Brand Finds Compelling Reason to Switch to Integra... and Even More Reasons to Stay



NOTHING TO WORRY ABOUT

Sometimes, the best thing to be said about a company contracted to provide services for you is, "I never think about it." The delivered services work so very well that its first-rate performance is taken for granted and becomes second-nature. It does exactly what is needed and never generates a reason for questioning or reassessing it.

Most of the folks who work at Boulder, Colorado's Spyder Active Sports, Inc. love their winter adventures and make their way to the Rocky Mountain snow at every opportunity. So, having to think about their vendor instead of reveling in what the slopes and trails have to offer would definitely not be an ideal situation. Conversely, if a vendor brought dependable solutions that provided outstanding service, a significant cost savings over current and competing vendors, and never made you think twice, it would be the hallmark of an excellent working relationship.

A COMPELLING REASON FOR CHANGE

In September of 2009, with their voice services contract expiring at their Boulder global headquarters, and with expected company growth, Spyder CIO Kevin Smith and IT Infrastructure Manager Brian Kasid considered their next move. They could stick with the vendor they had been using, with no real issues, or they could find someone to better meet their growing business needs. They met with representatives from the Denver service provider that had their contract, with a well-known national provider, and with Integra Telecom Enterprise Account Manager, Cindy Degirmenci.

After working with Cindy to understand what products, services, and prices Integra offered, they examined what the other two vendors proposed

» CASE STUDY

INTEGRA SOLUTION

For private networking and data center connectivity:
Private lines and voice services



ORGANIZATION: Designs, manufactures and sells skiwear and mountain-based apparel.

LOCATION: Boulder, CO; Denver, CO

"Working with Integra is problem-free – it just works – a service as a service should be."

Kevin Smith, Spyder Active Sports, CIO

and made an attention-grabbing discovery: Moving to Integra would save them \$1,000 a month – a healthy 43% in tangible cost savings.

Cindy then provided Spyder with Integra client references. Kevin pointed out that “Cost, reliability, and responsiveness of the vendor are the key things. Those, in particular, are the things we look at when calling the reference customers.” They spoke with each of the references and were pleased. Brian noted that “They gave very strong reviews for both Cindy and Integra. That was helpful.”

Kevin had previously worked with Cindy as a vendor, and he remembered being “favorably impressed by her customer service-oriented approach,” and he “felt comfortable working with her.”

Spyder made its decision, and Integra became its choice.

“Working with Integra has been all positive. The pricing is clearly good. The implementations were very quick, and the services are reliable. They are responsive as a business partner and vendor, and we would tell that to anyone who asked us.”

Kevin Smith, *Spyder Active Sports, CIO*

EARNING TRUST AND BUSINESS

The voice installation was straightforward and went precisely as planned. Integra set Spyder’s chief facility up with two voice ISDN PRIs, analog lines to handle fax and alarm needs, as well as long distance and toll-free services — everything that had to do with voice services. There were no surprises or delays, just products and services as promised.

Since March of 2010, Spyder has expanded with two distribution centers and a sales showroom. Based upon their satisfaction with the voice services and pricing at their headquarters, they not only made Integra their voice selection at these locations, but also their data transport provider.

Both of Spyder’s warehouses utilize Integra point-to-point T1 lines. These locations are also connected via point-to-point to Spyder’s ASP-based data center in Arizona. These private line T1s support Spyder’s Enterprise Resource Planning (ERP) system, which manages product ordering, receiving, storage, shipping and other associated order fulfillment

activities. The showroom configuration also includes voice and DSL Internet services supplied by Integra.

RELIABILITY AND FLEXIBILITY: FOUNDATIONS FOR A LONG-TERM RELATIONSHIP

According to Kevin, “Working with Integra has been all positive. The pricing is clearly good. The implementations were very quick, and the services are reliable. They are responsive as a business partner and vendor, and we would tell that to anyone who asked us.”

Along with the services provided by Integra, there is also a beneficial quality that sets the company apart from the competition: flexibility. When Spyder opened its second warehouse in Denver, there was a need for services and a contract with a very quick turnaround, and again Integra trumped expectations.

“We went to Integra,” recalled Kevin, “and Cindy customized an agreement to meet our short time frame – as well as short schedule for installation – and Integra delivered on or ahead of the tight time frame.”

Integra was flexible and eager to meet customer needs. Kevin observed that “Working with Integra is problem-free – it just works – a service as a service should be. For example, dial tone is there and always there when you need it.”

Being positive that a dial tone will consistently be available for a company is vital. A loss of voice or data services could be a nightmare and have a severely negative effect on communications between all locations. Integra’s services help support all of Spyder’s mission-critical applications, so they must be trouble-free. Integra does the job day in and day out and no one has a reason to bring them up – unless they need new or additional telecom services.

So, when Spyder employees are up in the Rockies enjoying an awesome day on some of the nation’s finest snow, it is very gratifying to know that they have confidence, and are not giving Integra even a fleeting thought. It makes for an excellent working relationship, and Integra would not have it any other way.

ABOUT SPYDER ACTIVE SPORTS

Renowned for integrating high-tech fabrics, fashion and functionality, Spyder is the world’s leading skiwear and mountain-based apparel brand. Launched in 1978 with the development of revolutionary padded slalom race sweaters, the iconic brand continues to develop progressive apparel season after season. Rigorously tested by top athletes across the world including the US and Canadian Alpine Ski Teams plus big mountain, freeski, and park and pipe professional skiers. Based in Boulder, Colorado, Spyder products are distributed in over 50 countries worldwide. For more information and to view the current collection, please visit www.spyder.com.

ABOUT INTEGRA TELECOM

Integra Telecom Inc. connects business by providing business-grade networking, communications and cloud solutions to thousands of business and carrier customers in 11 Western states, including Arizona, California, Colorado, Idaho, Minnesota, Montana, Nevada, North Dakota, Oregon, Utah and Washington. The company owns and operates a nationally acclaimed best-in-class fiber-optic network consisting of a 5,000-mile high-speed long-haul network, a 3,000-mile metropolitan access network, and more than 1,700 fiber-fed buildings.

CONTACT US

Integra Telecom, Inc.
1201 NE Lloyd Blvd., Suite 500
Portland, OR 97232
1-866-INTEGRA
www.integratelecom.com