

CENTIMARK CASE STUDY

THE LARGEST ROOFING CONTRACTOR IN THE U.S. MAXIMIZES NETWORK CAPACITY — WHILE REDUCING COMPLEXITY



Customer Profile

North America's largest commercial roofing and flooring contractor needed a managed solution for network services. With more than 80 offices and approximately 3,500 employees, CentiMark Corporation worked with Level 3 Communications to improve connectivity between corporate headquarters and local crews.

Overview

Challenge:

In today's computing environments, every location in an enterprise's network needs fast connectivity. While IT leaders at CentiMark wanted to increase bandwidth across the organization, they were looking for a hybrid networking solution that didn't significantly increase costs.

Greg Wilson, CentiMark's SVP/CIO, was drawn to Level 3's experience delivering single-provider solutions for aggregated connectivity services.

"A fully managed, end-to-end solution with a single invoice may not sound like a big issue, but it's where organizations end up with invoices that are continuing to be paid years after the service cut off," explains Wilson. "Where you have a whole plethora of accounts and vendors to manage yourself."

His team knew that delivering voice and data over a single network would help reduce complexity, but most options for doing so weren't worth the cost. Easing the burden of network management was also a top priority.

As an existing Level 3 customer, CentiMark chose to team up with a trusted vendor to evolve their network.

Solution:

CentiMark worked with Level 3 to design a hybrid network that meets their current needs and can evolve as business does. This managed network solution provides secure connectivity to and from the cloud, while supporting the company's customer relationship management (CRM) software, voice traffic and enterprise resource planning (ERP) software.

"We now have a high-speed WAN with a marginal increase in total spend," says Wilson. "It's one of the amazing bargains in IT today"

With a more efficient network and simplified management, employees are free to focus on core business requirements. And as new locations are added or moved, Level 3 handles all arrangements under a single invoice.

Digitally Transforming With Hybrid Connectivity Solutions

Today, CentiMark employees connect via a wide area network (WAN) that offers five times the capacity — at a minimal increase in cost. The IT team is leveraging this simplified and improved digital ecosystem to transform the way business is done.

“We rolled out Salesforce and made major investments in other software packages. I’m fairly certain we would have had a very poor user experience without our Level 3 Hybrid Connectivity Solution,” says Wilson.

In addition to deploying new systems and integrating them with existing tools, network-related issues no longer disrupt employee productivity. CentiMark routes all voice and data traffic over the same network, enabling content filtering on even cellular traffic. “The quality of support is just so much higher than prior experiences, whether that be sales support or trouble ticket support,” remarks Wilson.

“It’s just so much easier to get things done with Level 3.” For these reasons, CentiMark plans to team up with Level 3 for future initiatives.

While hybrid networking hasn’t always been critical to this roofing contractor’s growth, it’s now a core enabler of daily operations. Connecting CentiMark’s headquarters in Pennsylvania with more than 80 locations in the United States and Canada demands speed, adaptability and ease. Level 3’s solution delivered on these requirements — without breaking the IT bank.

Overview

Business Needs:

- Support increasing bandwidth demand for voice, data and new applications
- Simplify network management by working with a single provider
- Add or move company locations on an as-needed basis
- Deploy new software packages that integrate across the network

Solutions:

- Level 3 Hybrid Connectivity Solutions
 - Level 3SM Secure Access Broadband

Benefits:

- Increased reliability with secure, cost-effective broadband and 4G LTE access, as well as metro Ethernet and on-net fiber
- Streamlined network management by working with a single provider
- Five times the capacity at all CentiMark facilities
- An agile networking ecosystem that can support future growth

ABOUT LEVEL 3

We operate and take end-to-end responsibility for network solutions that connect you to the world. We put customers first and take ownership of reliability and security across our broad portfolio.

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