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ADVERTISING CONSULTANT

Michael S. Haid, Maple Creative, CEO / Managing Partner

Ad Agency Turns to Fiber to Stay on Top of Competition

The advertising industry has been especially challenging over the last decade and nobody knows this better than the team at Maple Creative in Charleston, West Virginia. Although West Virginia is one of the most rural states in America, the city of Charleston is a bustling business community centered around state government, service industries, natural resources industries such as coal and natural gas, and many other unique small businesses. Maple has survived several business cycles and has persevered in challenging economic times. This unique firm specializes in five core service offerings, hence the acronym Maple: Marketing, Advertising, Public Relations, Lobbying, and E-Commerce. The firm has worked in scores of industries and specializes in branding, multimedia solutions and creating integrated marketing campaigns.

The advertising vertical in West Virginia is very competitive and the team at Maple faces stiff competition on a daily basis from nearly forty ad agencies and design firms located within thirty miles of Charleston. It is imperative for Maple to distance itself from the others; and the best way to accomplish this is by designing and producing outstanding creative solutions the most efficient way possible. Access to the latest fiber optic technology gives Maple the best resource available to conceptualize and create compelling creative solutions in order to provide the most value for its diverse clientele.

Time for a New Platform

Like many businesses in the downtown Charleston business district, Maple was using a cable based Internet service provider. The service often fluctuated and crashed, causing downtime and lost billable hours, the units that measure productivity and cash flow in service businesses like ad agencies. “The inherent traits of cable Internet are inconsistent bandwidth and unreliable service. We felt this was constantly holding us back from performing the work we are capable of producing. We needed to make a change in order to increase the level of speed and service to better meet our clients’ needs. Deadlines cannot be extended because of technology breakdowns and you can’t recover lost time. Time is money in our business,” said Maple CEO/Managing Partner Michael Haid.

It's Not that Easy

Although it was obvious to Maple that they needed to make a change in regard to a new Internet service provider, the options weren't as clear. That's when Haid learned about Lumos Networks' Metro Ethernet product. "We knew we needed to make a change but the options that currently existed wouldn't do much to help our situation. Thankfully, we met with an Account Executive from Lumos Networks who informed us that they could run fiber to our building. The Lumos Networks engineering team worked with the City of Charleston to run fiber in a congested downtown business district. They handled it turn-key without much involvement from us whatsoever. Lumos Networks made it happen," said Haid.

Maple made the choice to move to the Metro E product and it has provided them the reliability, consistency, redundancy and speed they needed to perform at their highest levels. "The Metro E product was exactly what we were looking for. It provided our business the best available service to succeed. It also reduced stress and tension by not having to worry about dwindling network performance or unexpected downtime. These two factors were costing our business thousands of dollars per month. Additionally, if there is a problem, Lumos Networks' guaranteed Service Level Agreement assures my problem will be resolved in a timely manner, a peace of mind not offered by the cable providers," said Haid.

Every Second Counts

In a business with thick competition and where time really is money, service industries constantly strive to increase productivity and efficiency wherever they can. The team at Maple made the choice to streamline network traffic by picking a product that could support greater bandwidth while increasing reliability, a unique combination. "Lumos Networks' Metro E fiber optic product gave our business a superior tool to succeed by streamlining our network's capability. The experts at Lumos Networks were there at every turn to customize a solution that met my business's needs. That's why I highly recommend them for your business," said Haid.