

SUCCESS STORY

XP LASER SPORT



Covad Hits the Communications Target for Laser Tag Business

XP Laser Sport, located in Laurel, Maryland, has been winning laser tag fans for nearly a decade. Maneuvering through corridors and dodging laser beams, players score points by hitting infrared-sensitive targets worn by opponents. When XP Laser Sport began planning a second location in Owings Mills, Maryland, the interactive entertainment company turned to Covad Integrated Access service to provide smooth, efficient communications between sites.

AIMING HIGH. Because the facility only supports a limited number of laser tag participants at a time, players must make reservations, either by phone or online. The addition of the second location posed a challenge. XP Laser Sport wanted to avoid the high cost of staffing a separate set of phone personnel to book players for each site. “We needed one group, working remotely, that could book reservations for both locations,” says Marc Mueller, Regional Manager for XP Laser Sport.

Mueller also recognized that a second location would generate traffic between sites and the existing DSL service could not provide the bandwidth needed. Then there were the additional telephone lines and the cost of inter-site phone calls. Mueller needed a solution that could reliably and cost-effectively integrate communications across the two locations.

- **Challenge**—Integrate communications across multiple locations
- **Solution**—Covad Integrated Access service
- **Benefits**—Economical, reliable communications

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Marc Mueller

Regional Manager
XP Laser Sport

COVAD ON TARGET. Familiar with Covad as the provider of XP Laser Sport’s existing DSL service, Mueller looked to see what solutions Covad offered that would meet the retailer’s expanded communications needs. Mueller’s research identified Covad Integrated Access service, which provides small businesses with a single, affordable, integrated phone and Internet service that is simple, flexible, and reliable. Designed for businesses with up to 35 employees per location, the solution includes a T1 circuit, Internet access, and four VoIP phone lines.

Covad Integrated Access works with existing phone systems so that small businesses can leverage their equipment investment while saving money on their phone and Internet services. “We considered the cost of traditional phone lines versus VoIP. Covad would save us a couple hundred dollars a month,” says Mueller.

Even more important than cost, Mueller wanted assurance that the service would work reliably. He consulted with colleagues who told him that, in the unlikely event of an outage, Covad support was excellent. “Choosing Covad was a real no-brainer,” says Mueller.

Phase one upgraded the existing DSL service to a T1 line and added four phone lines at the Laurel location. “Installation was fast,” recalls Mueller. “It was maybe ten days—a pleasant surprise compared to what I’d expect from the local telephone company.” Phase two was the installation of a new T1 with four phone lines at the Owings Mills location. “We created a virtual private network between the two locations,” explains Mueller. Reservations can be made from either location. And because both locations are served by Covad, calls between them are free.

COVAD SCORES POINTS FOR RELIABILITY

Since deployment, Covad Integrated Access service has lived up to its promise for reliability. “Covad service is rock solid,” says Mueller. “We’ve had zero issues.”

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 integrated voice and data, and 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.



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