

## SUCCESS STORY

ALLINTERNETNOW AND COVAD



**AllInternetNow is a leading aggregator of connectivity options from national, regional, and local Internet Service Providers (ISPs) across the U.S. and Canada. Their mission is to be a trusted, objective resource that delivers the most convenient, efficient, and comprehensive Internet-access solutions. Covad supports that mission by offering the largest nationwide DSL network, a rich selection of products and features, and responsive partner support.**

## Providing Fast Access to the Internet for Companies of Any Size

AllInternetNow uses several criteria to evaluate potential partners—geographic presence, range of services, and the overall value proposition of the company. According to Jeff Stevenson, president of AllInternetNow, “Covad has extensive coverage nationwide, which is extremely important to us and our customers—especially large enterprises that want as few ISPs as possible.”

Footprint isn’t the only reason AllInternetNow values Covad as a partner. “We sell everything from DSL and cable to T1 lines, pretty much any type of Internet connectivity, and Covad delivers a broad selection of DSL and T1 services,” states Stevenson. “They also have a solid value proposition both in terms of price and service.”

**COVAD AND ALLINTERNETNOW—A STRATEGIC PARTNERSHIP.** Stevenson believes the relationships that work best are those that are strategic in nature. “We’ve been with Covad for about four years, and Covad’s support plays an important role in our ability to establish and maintain credibility with our customers. Our relationship has become closer and stronger during this time, which results in more, and better, business opportunities.” Covad’s qualification tools and the speed with which they can qualify a customer also contribute to the increase in business. “The faster we can generate a matrix of connectivity options, the happier our customers are,” explains Stevenson.

As the central point of contact from assessment through fulfillment, AllInternetNow depends on Covad’s responsiveness—and their ability to establish Internet access rapidly for new accounts. The channel managers that work with AllInternetNow are quick to act when AllInternetNow requires additional help. “We’ve been in other relationships that were much less interactive, and they weren’t as successful,” declares Stevenson. “The stronger, more responsive the relationship, the better everything works. Not only does it greatly improve our ability to represent Covad’s products, it enables us to better meet our customers’ needs.”

**CUSTOM-TAILORED ACCESS OPTIONS BASED ON INNOVATIVE PRODUCTS.**

AllInternetNow takes the stress out of determining which Internet access solutions best meet their customers’ needs. To ensure satisfaction, AllInternetNow requires partners

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**“Covad delivers on our three most important selection criteria by offering broad geographic coverage, a full range of services, and a sound value proposition.”**

that are also innovative and forward thinking. Covad meets that demand, enabling AllInternetNow to deliver connectivity to many customers who might not otherwise have an affordable option because they have a third-party voice provider or similar challenge. “Right now, Covad is one of the few partners that can get around this issue because of the dedicated ADSL product they rolled out last fall,” explains Stevenson.

Covad’s new voice over IP (VoIP) solution is another product that AllInternetNow is excited to explore. As Stevenson describes, “We see it as a tremendous opportunity for a business like ours, as it adds another dimension that complements Internet connectivity. It also provides us with another opportunity for increased sales, which is always a good thing.”

### **Jeff Stevenson**

President, AllInternetNow

**THE LEADER IN BROADBAND COMMUNICATIONS.** Since 1996, Covad has been developing and delivering innovative broadband solutions nationwide. Covad was the first to offer business-class DSL and once again is raising the bar by being the first to offer voice optimized access and its business-class voice over IP (VoIP) services.

As the nation's largest facilities-based provider of DSL and broadband, Covad is uniquely able to deliver a superior customer experience that will help your business stay a step ahead of the competition.

To learn more about the value Covad services can deliver to your business, contact us today. Visit [www.covad.com/alliance/](http://www.covad.com/alliance/) or call 1-866-888-2965



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