

SUCCESS STORY

CICAT NETWORKS AND COVAD

Doing Whatever It Takes to Meet Customers' Needs

CICAT has had a relationship with Covad for seven years, dating back to the early days of DSL. However, they had never used Covad for large distributed enterprises. That changed in 2004, when CICAT decided to utilize Covad in a major installation for a major retail greeting card company. “We were looking for a partner with similar values—innovation, dedication, customer satisfaction—and a do-whatever-it-takes attitude,” explains Brad Wise, president and CEO of CICAT. “And with their excellent coverage, Covad fit the bill.”

From the beginning, CICAT realized they’d made the right choice in going with Covad—particularly when it came to support. “We have a great account manager who is committed to partner satisfaction and is extremely diligent,” declares Wise, who thinks just as highly of the Covad project management team. “Our project manager is like a bulldog with the issues. And this tenacity reduces our workload. On one 150-location project, we have only one CICAT employee working it instead of several.”

CICAT Networks, a privately held, Virginia-based company, specializes in deploying large networks and teleworker services to enterprise customers with 10 to 15 locations or more, acting as the single point of contact for all of their customers' needs. During its 14-year history, CICAT has installed over 100,000 circuits in businesses of all sizes, making them one of the leading experts in telecom services.

COVAD AND CICAT—A COMMITMENT TO EXCELLENCE. Covad and CICAT are known for their innovation, with numerous technical “firsts” in their respective corporate histories. When you combine that innovative spirit with a willingness to go the extra mile for each customer, you have a winning combination and the basis for a strong, long-term partnership. “We trust Covad as a partner, and the more we work with them, the stronger our relationship becomes,” Wise explains. “They understand us and what we’re trying to accomplish—and they do whatever it takes to get us what we need. That makes our customers very happy and our job a lot easier.”

HOLIDAY HAPPINESS. A major retail greeting card company with approximately 600 retail card and gift shops throughout the United States and Canada, realized they needed to streamline the transaction processing in their outlets before the holiday season started or risk losing business. According to Wise, “The company used dial-up



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“Covad understands the enterprise space, they understand WAN, and they offer a business-class product. Moreover, their technical staff is knowledgeable and provides unsurpassed post-install support.”

access to process credit cards, taking up to 20 seconds to complete a single transaction. Broadband reduces this to one or two seconds, resulting in a dramatic decrease in wait time—especially during the holidays when a lot of people are buying cards.”

It was critical that this first-time engagement between CICAT and Covad go smoothly, given the short time frame. The retailer decided in September to move forward with a 100-location pilot and needed the system fully up and running two weeks before Thanksgiving. This left little time for other options if this one didn't work. However, the project went exceptionally well, and the retailer is using CICAT and Covad to bring their remaining 500 stores onboard. “We worked well together, and Covad proved to be extremely responsive,” explains Wise. “As a result, we're looking at making Covad our default partner.”

Brad Wise

President, CEO, CICAT Networks

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/ or call 1-866-888-2965



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