

MARKET LEADER IN SCREEN PROTECTORS INCREASES E-COMMERCE PRODUCTIVITY WITH SCALABLE COMCAST BUSINESS ETHERNET DEDICATED INTERNET SERVICE



COMPANY

Headquartered in Salt Lake City, Utah, ZAGG® is the market leader for innovative consumer products like films, skins, audio and power solutions that protect, personalize, and enhance the mobile communication experience.

CHALLENGE

Implement a high-speed, reliable, and scalable Internet connection that will support rapidly expanding e-commerce.

SOLUTION REQUIREMENTS

- High availability: ZAGG is a fast growing company with increasing e-commerce; therefore, a reliable and scalable Internet connection is mandatory.
- Speed: Faster Internet access will result in greater productivity in the call center and corporate office.
- Cost-effective: The solution must be competitively priced and provide the best value in the marketplace.

SOLUTION

- Comcast Business Ethernet Dedicated Internet Service
- Comcast Business Ethernet Private Line Service

RESULTS

- Fast, reliable Internet access increases productivity
- Solution scales in accordance with business demands
- Competitively priced solution offers best value in marketplace

THE BUSINESS CHALLENGE

ZAGG has changed the way people protect their handheld electronic devices. The company's flagship product, invisibleSHIELD™, is created from material originally developed to protect military helicopter blades from wind and sand. This transparent film, which is scratch proof and stain resistant, protects electronic gadgets, from iPods to cell phones to digital cameras.

ZAGG engages in a tremendous amount of e-commerce; therefore, a reliable and scalable Internet connection is compulsory. Before the company implemented Comcast Business Ethernet Dedicated Internet Service, its Internet connection fluctuated in bandwidth and was much slower. This impeded employee productivity in the 100-person call center and frustrated people working in the corporate office. ZAGG needed a fast, reliable, dedicated and highly scalable Internet connection to support its rapidly growing company and e-commerce.

THE COMCAST BUSINESS SOLUTION

Bill Armstrong, IT Manager for ZAGG, and his colleagues looked at several Internet solutions before choosing the Comcast Business Ethernet Dedicated Internet Service. "Comcast had a lot to offer, but one of the most important was value for the money," he explained. "Comcast provides everything we want in a reliable and scalable Internet connection, and they beat everyone's price by a significant margin. Since implementation, we've experienced excellent uptime and no bandwidth issues, plus we know our Comcast support team is always available if we need them."

Fluctuating bandwidth is no longer an issue at ZAGG because Armstrong and his colleagues can add bandwidth whenever they need it. "This Internet connection runs our call center and corporate office, so speed is key. Faster Internet access means greater productivity, which increases sales," he said. "We're the number one supplier of our product type in the world, and we sell to customers all over the world. All of our ordering software is web-based, so we need an Internet connection we can count on day and night."

Zagg uses another Comcast solution—Business Ethernet Private Line Service—to connect its hosted VoIP phone system to the corporate office. This high capacity, point-to-point connection uses a lower-cost fiber optic Ethernet interface, which is another reason why Comcast could offer the lowest overall price among competitors.

COMCAST
BUSINESS

“Comcast solutions facilitate our entire business infrastructure. We use them to run a 100-person call center and our worldwide corporate office. Everything has been running smoothly since day one.”

Bill Armstrong,
IT Manager,
ZAGG

“These two Comcast solutions facilitate our entire business infrastructure, and everything has been running smoothly since day one,” Armstrong concluded.

THE RESULTS

Fast, reliable Internet access increases productivity

Comcast Business Ethernet Dedicated Internet Service facilitates Internet access for ZAGG’s call center and corporate office. Faster access results in increased productivity and sales.

Solution scales in accordance with business demands

ZAGG is a rapidly growing company, and the IT team can scale bandwidth when business demands it, especially for e-commerce.

Competitively priced solution offers best value in marketplace

Armstrong and his colleagues found the combined solution of Comcast Business Ethernet Internet Service and Comcast Business Ethernet Private Line Service offered the most value and significant savings compared to competitors’ solutions.

ABOUT

Headquartered in Salt Lake City, Utah, ZAGG Inc. is the market leader for innovative consumer products like films, skins, audio and power solutions that protect, personalize, and enhance the mobile communication experience. When its flagship product, invisibleSHIELD, was first used on Apple’s new iPod Nano in 2005, sales exploded online, and the world took notice. ZAGG has grown from a backyard workshop to a publicly traded trendsetter with a team of more than 200 employees dedicated to serving customers worldwide.