



PRESS RELEASE

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American Furniture Rentals Furnishes 22 Locations with Comcast Business Ethernet

National retailer provides polished customer service, enhanced sales experience and corporate expansion capability with secure, high-performance internet service

PENNSAUKEN, NEW JERSEY – August 15, 2017 – [Comcast Business](#) today announced that American Furniture Rentals, the second largest furniture rental company in America, is using Comcast Business Ethernet to connect its 22 showrooms and warehouses across the country. The reliable network service helps the company provide quality customer service by supporting cloud-based inventory management and sales services.

Founded in 1975 as a local residential furniture company in Philadelphia, Pennsylvania, [American Furniture Rentals](#) is now 90 times the size it was when it began. The national company has five divisions including residential, commercial, special events, trade show and clearance centers providing businesses and consumers with high quality, stylish furniture rentals and accessories. American Furniture Rentals is committed to providing customers with a dedicated and consistent level of customer service throughout the entire process. As such, the company recognized that it needed to modernize its IT operations for a cohesive customer experience, efficient inventory management and simplified communications across its many new and existing locations.

“Our company relies heavily on cloud-based programs for store and corporate operations including the inventory management platform, point-of-sales system, etc. so we require reliable internet service,” said Steven Singer, manager of information systems, American Furniture Rentals. “With close to 1.5 million assets to track, our team relies on Comcast’s service to gain real-time inventory insight to address customer requests – whether that request is made in a store, over the phone or in the field as the sales team meets with clients.”

American Furniture Rentals implemented [Comcast Business Ethernet Dedicated Internet](#) at each of its 22 retail and warehouse locations with speeds ranging from 100 to 200 Megabits-per-second (Mbps). The company’s headquarters, which needed more capacity, has a 4 Gigabits-per-second (Gbps) service to enable the field sales team to access the enterprise resource planning (ERP), inventory, point-of-sales and other systems.

As American Furniture Rentals expanded across the country, it faced the challenge of providing a seamless technology infrastructure that allowed for new locations to be added quickly and with minimum involvement from the IT team.

“Previously, we had maintained a private network between buildings. However, adding a new branch to this network was extremely difficult. We needed one company that could work with us on a national level to provide all of our locations with high-quality, cost-effective, reliable network services,” said Adam Scholnick, CIO of American Furniture Rentals. “Comcast Business rose to the challenge with fast, secure quality of service, and we recently doubled the speed of our network services at each location.”

Comcast Business offers a comprehensive set of Ethernet, internet, voice, video, managed services and cloud solutions for enterprise and multi-site customers. Comcast can customize a solution for each customer based on specific company or location requirements. By simplifying the complexity of network infrastructure, Comcast Business assists customers in meeting their unique business and technology challenges with flexible enterprise solutions.

"In today's fast-paced world, customers want an immediate answer when selecting goods to purchase or rent for their office or event. American Furniture Rentals understands this concept with its commitment to excellent customer service by enabling its sales team to quickly answer any question, take customers on video tours of its warehouses and provide instant insight into its vast inventory," said Dave Dombroski, vice president for Comcast Business, Freedom Region. "Comcast Business' extensive national network ensures that American Furniture Rentals and other national firms are able to quickly expand their businesses while providing a consistent technology infrastructure."

About American Furniture Rentals

Headquartered in Pennsauken, New Jersey, AFR Furniture Rentals® is the nation's second largest furniture rental company. Established in 1975, award-winning AFR Furniture Rentals provides the perfect solution for every type of furniture rental situation including residential, home staging, commercial, special event and trade show. With seventeen strategic locations across the United States, AFR offers customers a different rental experience through stylish and quality products and a commitment to excellence in service. See our full inventory of furnishings and find out more about AFR at www.rentfurniture.com or follow on [Instagram](#).

About Comcast Business

Comcast Business offers Ethernet, Internet, Wi-Fi, Voice, TV and Managed Enterprise Solutions to help organizations of all sizes transform their business. Powered by an advanced network, and backed by 24/7 customer support, Comcast Business is one of the largest contributors to the growth of Comcast Cable. Comcast Business is the nation's largest cable provider to small and mid-size businesses and has emerged as a force in the Enterprise market; recognized over the last two years by leading industry associations as one of the fastest growing providers of Ethernet services.

For more information, call 866-429-3085. Follow on Twitter @ComcastBusiness and on other social media networks at <http://business.comcast.com/social>.

About Comcast Cable

Comcast Cable is one of the nation's largest video, high-speed internet and phone providers to residential customers under the XFINITY brand and also provides these services to businesses. Comcast has invested in technology to build an advanced network that delivers among the fastest broadband speeds, and brings customers personalized video, communications and home management offerings. Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company. Visit www.comcastcorporation.com for more information.

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