



Industry Focus: Manufacturing

Employees: 500

Location(s): 12

PAETEC Solution:

-  Business Continuity
-  Managed Services
-  Communications
-  Security

Web Site: www.greenfiber.com



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IT Manager
GreenFiber

Manufacturing Company Increases Bandwidth, Lowers Costs

About GreenFiber

Established in 2000 and headquartered in Charlotte, N.C., GreenFiber is the world’s largest manufacturer of natural fiber insulation, fire and sound products. With 11 manufacturing plants located throughout the United States, GreenFiber products are sold to building supply retailers, manufactured housing builders and insulation contractors in the U.S. and Canada. GreenFiber products are also sold through a national sales force to residential and commercial contractors as well as to the do-it-yourself and contractor customer.

GreenFiber has the capacity to turn what has previously been an environmentally-friendly “specialty” product into a major competitor in the building products industry. GreenFiber’s natural fiber insulation offers environmental benefits on two levels: made from 85 percent recycled paper fiber, GreenFiber diverts millions of tons of paper from landfills; and, GreenFiber helps reduce energy consumption to heat and cool homes and light commercial buildings.

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The Challenge

GreenFiber was faced with a predicament regarding their network – they needed increased bandwidth, but could not afford it under their current setup. “One of the largest challenges was the bandwidth allocations across our frame,” said Tom Moran, IT Manager at GreenFiber. “We were still on a frame relay circuit between our plants. Most of them were 256 kbps and a very limited amount of them were 768 kbps, but once we moved to that we started incurring costs that were just off the charts.”

When GreenFiber’s customer service began to suffer as a result of their underperforming network, they realized the problem was more serious than they initially presumed. “Customer service drives every dollar in and out of this place,” said Moran. “If we can’t provide customer service to our end users who buy our product we lose business. If we can’t support the phone calls and e-mails coming in, and our infrastructure is not large enough to handle it, we lose business. It’s a proven fact. We’ve proven it over being down a few days with a phone switch malfunction.”

The Solution

GreenFiber decided it was time to search for a solution that would provide them with more bandwidth at an affordable price. “We brought in PAETEC and said, ‘Show us what you can do,’” said Moran. “They came back with an MPLS circuit at a price that was much better than what we were paying for our frame relay.”

The ability to increase the speed and reliability of their network at such an affordable price made this choice an easy one for GreenFiber. “It was a cut and dry decision to go from a frame relay to an MPLS circuit,” said Moran. “Speed in some of our plants was quadrupled, in most of them it was doubled, and the cost actually went down. We used to pay in the neighborhood of \$16,000 a month for our frame relay circuit. We now pay about half of that for the MPLS circuit from PAETEC.”

In addition to MPLS VPN, GreenFiber now utilizes a wide range of other PAETEC

products, including Dedicated Internet, Managed Router Support, Network Firewall, Dynamic IP, and 10Mbps Ethernet Access.

“Their managed services were at such an affordable level that it was a no brainer, we went with it,” said Moran. “Now from our firewall back it’s all managed by PAETEC. If it goes down, it’s not my problem – I just make a phone call.”

Despite moving to PAETEC for an abundance of new services, disruption to GreenFiber’s business during the implementation period was nearly nonexistent. “We set a personal record for how quickly we had each of our implementations completed,” said Moran. “We turned up 12 locations in less than two weeks and not one of them took longer than 12 minutes.”

MANUFACTURING COMPANY INCREASES BANDWIDTH, LOWERS COSTS

“We’ve got a personal relationship with people that are six miles away from us. Their door is open every day, and they’ll even come over here if we ask them to, so PAETEC was the perfect choice.”

Tom Moran
IT Manager
GreenFiber

The Benefit

Thanks to PAETEC, bandwidth issues are now a thing of the past at GreenFiber. “The MPLS VPN service from PAETEC allows our plants direct 1.5 Mbps access to the Internet,” said Moran. “It allows us to let the plants browse the Internet without coming through a gateway at our Charlotte headquarters. Before now, most of our plants had a 256 kbps circuit that would go all the way to our headquarters, with about 120 milliseconds latency, and then all the way back to the plant with the Internet content. In some cases we completely quadrupled the throughput we were getting. It was just a huge increase in bandwidth.”

PAETEC’s MPLS VPN service does a lot more for GreenFiber than simply provide them with more bandwidth. “MPLS VPN has allowed us to place much more stringent security requirements on each one of our plants,” said Moran. “Not to mention that it reduces traffic across our LAN and our WAN/LAN activity so that our applications are running four to five times faster.”

GreenFiber has also benefited from the range of other PAETEC services they now utilize. “If you have shared Internet access, obviously you struggle to get the bandwidth that you’re looking for,” said Moran. “With PAETEC’s Dedicated Internet we are guaranteed 7.5 Mbps out to the Internet from our Charlotte headquarters and each of our 11 plants are guaranteed 1.5 Mbps out to the Internet.”

“Dynamic IP is one of those things where if it didn’t work I’d be making phone calls,” added Moran. “But since it works all the time I don’t worry about it.”

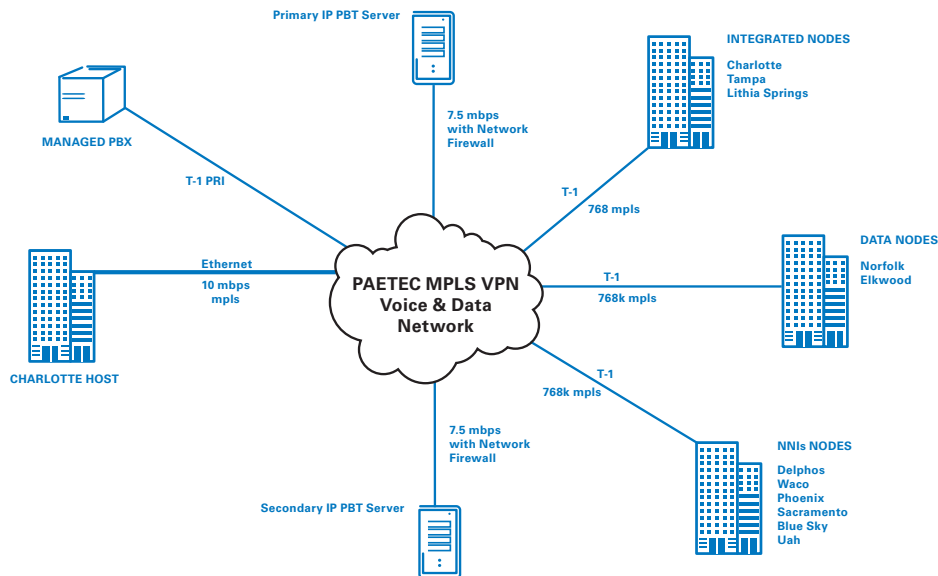


“With PAETEC’s Managed Router Support, the only thing that we have to worry about is our firewall, which is centrally managed inside our house,” added Moran. “If it goes down, nine times out of ten it’s fixed before we even know it.”

“The Network Firewall service allows access to the Internet from outside of our MPLS,” added Moran. “We have an MPLS cloud. PAETEC’s firewalls control the access in and out of that cloud. Our firewalls control access and content management from within the cloud.”

GreenFiber is not only overjoyed with the products and services they receive from PAETEC, but with the customer service as well. “Occasionally we have

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to call for technical services,” said Moran. “We always get a body, and nine times out of ten our issue is fixed within three or four hours. In addition to that, service outages have been nonexistent. I can sleep easier at night now. I can’t tell you the last time we put in a 12 hour day.”

representative’s number. I’ve got all kinds of numbers for her. Usually she responds to an e-mail within 30 seconds or less, and she has a line of about five people that back her up if she’s not there, so I don’t have a problem getting hold of a voice.”

“One of the largest things I’ve noticed with other telecoms that I’ve worked with in the past was the disconnection between the customer and the sales associate or the representative,” added Moran. “That’s not a problem with PAETEC. I’ve got my account

“We’ve got a personal relationship with people that are six miles away from us,” added Moran. “Their door is open every day, and they’ll even come over here if we ask them to, so PAETEC was the perfect choice.”

Solution Personalized for GreenFiber:



Business Continuity Solutions

- 10Mbps MPLS Ethernet Access
- Dynamic IP
- MPLS VPN



Communications Solutions

- Dedicated Internet



Managed Services Solutions

- Managed Router Support



Security Solutions

- Network Firewall

About PAETEC

PAETEC (NASDAQ GS: PAET) is personalizing communications for business-class customers across the United States. We offer a comprehensive suite of data, voice, and IP services, as well as enterprise communications management software, network security solutions, CPE, and managed services.

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