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## Case Studies: IndustryNet

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Local Internet providers buy service from national Internet providers, then resell that service to their customers. When a reseller's line goes down, anywhere from tens to thousands of the local provider's customers are affected. Local providers have to be extremely selective in choosing a reliable first-tier national Internet carrier. Resellers have made promises to their customers and are forced to depend on their national provider to ensure these promises are kept.

IndustryNet ([www.industry.net](http://www.industry.net)) is a leading local Internet service provider that offers full Internet solutions for their residential and business customers in Macomb County, Michigan. IndustryNet began as a small operation in 1989, just two college students running their own BBS. Since then, they have expanded to connectivity and a whole suite of consulting services from hosting Web sites to building Web sites, to security solutions, to intranet design. IndustryNet's services depend on a fast, reliable Internet connection.

### IndustryNet meets Intermedia Business Internet

In June 1996, IndustryNet had a full T1 connection to their Internet provider. IndustryNet was obviously growing quickly, and therefore so was its dependence on the national carrier. IndustryNet soon realized their provider could not meet their needs, as CEO Anthony DiSano documents below:

"We'd always had problems with our old provider; our connection went down almost daily, and transfer times always seemed to suffer from delays and latency (affectionately known as 'lag').

"And on top of it, when these problems occurred, we had to contact the provider - only to be informed that the problem was on their end. This was usually after late night hours spent analyzing our own internal network for faults. In fact, on more than one occasion, our call was news to them.

"Often the response we'd get from their service representative went something like this: 'Sir, I don't see any problem here on our end - wait a minute, yes, we're down. Please call back in a few hours.' Meanwhile, our phones are ringing with angry clients who demand to know why we're dead in the water."

It was at this time that an enterprising sales representative from Intermedia Business Internet contacted IndustryNet. IndustryNet was skeptical - its entire business depends on the predictable functionality of its Internet connection. Intermedia Business Internet's service was more expensive than their current provider's. After IndustryNet's decision-makers did some research, they decided to give Intermedia Business Internet a try, and ordered a 512 Kpbs connection as a backup for their primary connection.

After a few months, they realized they were getting superior service on their backup line as compared to their full T1 connection. Not only was the Intermedia Business Internet connection more reliable, but DiSano reported that the Intermedia Business Internet technicians were also more reliable:

"We found that customer service and technical support at Intermedia Business Internet are just as dedicated as their sales representatives: when, on rare occasion, our connection to Intermedia Business Internet was interrupted, not more than 15 minutes passed before the phone rang with Intermedia Business Internet on the line, immediately ready with an explanation, assistance, and the promise of being back on-line before we hung up the phone. In the year or so we've been with Intermedia Business Internet, the company hasn't broken its promise yet."

After several examples of this type of superior service, IndustryNet realized that Intermedia Business Internet was the kind of Internet provider it needed - a provider that is serious about offering high-quality service to businesses whose bottom line depends on their Internet connection. Today, IndustryNet's gross volume has tripled since signing on with Intermedia Business Internet. IndustryNet depends on Intermedia Business Internet for all its connectivity needs, and is confident that Intermedia Business Internet can grow with their company.

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