

Case Study: Lippmann-Milwaukee

Growing Heavy Manufacturing Business Sees Huge Improvement in Quality, Cost Savings, and Better Customer Service with Time Warner Cable Business Class.



THE COMPANY

Founded in 1923, Lippmann has been experiencing record growth, building on its reputation for the design, manufacture and supply of quality, heavy duty, highly productive and reliable products backed by unmatched customer support in the aggregates, construction, recycling and mining industries. Today, Lippmann continues to build the heaviest and most reliable Jaw Crushers on the market, along with its expanded line of proven aggregate processing equipment designed to increase productivity and reduce costs.

THE CHALLENGE

Find a replacement for an inefficient, costly and unreliable high-speed Internet service.

REQUIREMENTS

- **High quality, reliable service.** New provider must be able to provide reliable, fast and steady business Internet service with few to no service interruptions. Lippmann employees need a reliable Internet solution to enable productivity.

BUSINESS CHALLENGE

Lippmann-Milwaukee was frustrated with their existing business Internet service provider. They rely on high-speed Internet access to enable day-to-day business, including the use of email, VOIP technology, voicemail, and data transfer. Their current provider used bonded T-1 lines and couldn't keep up with Lippmann's demands. Plus, their T-1 speeds were capped. After a 2-day outage during business hours, Lippmann decided they had to find an alternate solution.

Lippmann approached Time Warner Cable Business Class to determine if Time Warner's solution would be right for them. They needed a provider who stood by their product.

THE TIME WARNER CABLE BUSINESS CLASS SOLUTION

Time Warner Cable Business Class offers a range of bandwidth speeds on Time Warner Cable's hybrid fiber coax network. Lippmann chose the highest speed plan to support their 110 employees.

"The Time Warner Cable rep was attentive from the start, answering my questions and ultimately working with me to install the system. I cut my high-speed Internet bill down by two-thirds," said Tom Newmann, IT manager at Lippmann responsible for finding and implementing a new solution.

"Working with Time Warner Cable is like night and day compared with the provider I was using. I went from constant downtimes to consistent uptimes, from an expensive solution to an affordable one and from no customer service to attentive support that cares about my business. I'm paying a third of the fee for more reliable, higher quality Internet service."

At Lippmann, repeating phone conversations was the norm since they experienced so many issues during VOIP (voice over Internet protocol) phone calls. Voice mail was often problematic and email was iffy at best. They know they lost business as a result of technology issues that prevented them from communicating with buyers.

- **Affordable.** Solution must be cost-effective
- **Solid customer service.** Provider must stand by their service.

SOLUTION

Time Warner Cable Business Class Broadband Internet Service, 15 Mbps x 2 Mbps

RESULTS

- Provides fast speeds with consistent uptimes
- Internet costs went down by two thirds
- Service cost savings as well as improved employee productivity



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RESULTS

Faster Speeds and Higher Quality

Lippmann has seen a marked increase in productivity now that the technical issues related to their high-speed Internet connection have disappeared. Their employees can be productive all day and they are confident they are not losing business due to technology inefficiencies. Their Internet speeds are fast and where they need them to be.

Lower Cost

They are paying much less per month for their Internet service. They even incurred a high early termination fee from their prior service because the Time Warner Cable business solution was so much better and more cost efficient.

Better Customer Service

If they do have an issue, they know they can reach tech support in a timely way and have their issue resolved. “We couldn’t be happier!” — *Tom Newmann*

Time Warner Cable Business Class (TWCBC), is a leading cable, Internet and phone service company in the United States. Time Warner Cable offers a full range of office services for small to medium size businesses.