

# Better connectivity improves service at MAACO of Greensboro repair shops

## IT department unifies operations under one portal with Managed Network Edge from Spectrum Enterprise

An expanding network of automotive repair shops wanted to upgrade their internet connectivity and facilitate smoother overall service. The right solution required high speed internet delivery at all locations backed by a network platform that ensured consistency and security to each of them.

Operated by PJC Management Group, MAACO of Greensboro is known for quick, professional services. They form part of MAACO, a national chain of automotive service providers specializing in collision repair and paint work.

Their pursuit of an aggressive growth strategy, one centered on purchasing and transforming existing repair shops in the area, presented a challenge. They had to address a multitude of connectivity issues involving different internet service providers.

Spectrum Enterprise proposed a single fiber-based connectivity solution that could consolidate all their locations, backed by wireless redundancy service. To give MAACO of Greensboro full control of this network, and enhance their critical cybersecurity needs, a networking platform was also proposed.

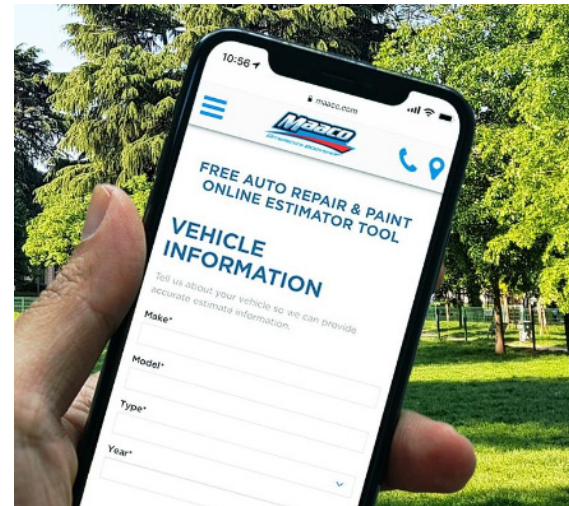
Jon Berman, Senior Regional Manager, MAACO of Greensboro, saw at once how this technology could improve how his company does business: “The biggest need you have as a business is to change, and the only way to initiate change nowadays is with data. Data is pretty much king. So when you have speed and reliability when it comes to data, you are able to get more change done.”

### Driving stronger connectivity across three states

As one of the longest-established multiple shop owners working under the national MAACO franchise brand, MAACO of Greensboro has built its model around offering speedy, detailed auto-body work. But working with multiple connectivity providers in North Carolina, South Carolina and Virginia proved challenging.

“One provider was especially difficult,” Berman recalls. “On one occasion, we went without internet for seven hours out of a nine-hour workday. It’s pretty impossible to operate a business with that lack of reliability.”

Berman reached out to Jeremy Delk, Enterprise Account Manager, Spectrum Enterprise. Having been satisfied with Spectrum Enterprise service at several core locations, Berman now wanted internet



Enhancing data-driven connectivity is driving recent network updates at MAACO of Greensboro. Powering this is their technology partnership with Spectrum Enterprise.

### Client profile



#### Company

MAACO of Greensboro/  
PJC Management Group

#### Industry

Retail

#### Services

Dedicated Fiber Internet (DFI)  
Managed Network Edge  
Wireless Internet

### Overview

- MAACO of Greensboro wanted faster, more reliable connectivity to 18 automotive collision repair and painting locations in North Carolina, South Carolina and Virginia.
- The enterprise also wanted its IT people to have a more uniform experience overseeing their chain of retail establishments.
- A critical concern was protection against online threats involving both digital transactions and the collection and transfer of insurance information.

### Outcomes

- Reliable, high speed connectivity backed by a 100% uptime service level agreement (SLA) was enabled by the installation of a Dedicated Fiber Internet (DFI) circuit at each location.
- Full visibility into their network via a cloud-based portal easy to access from any mobile device was accomplished with the installation of Managed Network Edge.
- Connectivity is scalable to MAACO of Greensboro's growing needs and backed up by the additional bandwidth support of Wireless Internet.

### Why it matters

- Improved connectivity has significantly reduced billing problems and delays, which can frustrate a retail operation's ability to offer quick and reliable service.
- Effective use of cloud and AI services can be better channeled via centralized control from Managed Network Edge.
- As MAACO of Greensboro focuses on opportunities to grow their business, they find the scalability of Spectrum Enterprise solutions provides tools for limitless expansion.



Automotive repair shops need fast, reliable data access to manage a multitude of critical tasks. Helping them to do that at each MAACO of Greensboro location is a Dedicated Fiber Internet (DFI) circuit.

connectivity that offered both high speed reliability and scalability for all MAACO of Greensboro locations. Delk suggested putting them on an equal footing by switching each one to [Dedicated Fiber Internet \(DFI\)](#).

The fiber solution comes with a service level agreement (SLA) that guarantees 100% uptime at all locations. "If Jon is in at the headquarters in Greensboro, North Carolina and something comes up at their site in Burlington, South Carolina, we have technicians ready to go out and fix it immediately," notes Samuel Allen, Sales Engineer, Spectrum Enterprise. "He can do what he needs to do without getting on the highway. We become his hands-on people, which helps him a lot."

**"Reliability has been the one big difference since we moved to fiber. Customers want to be able to just tap their credit card and go. Dedicated Fiber Internet makes sure we get that done."**

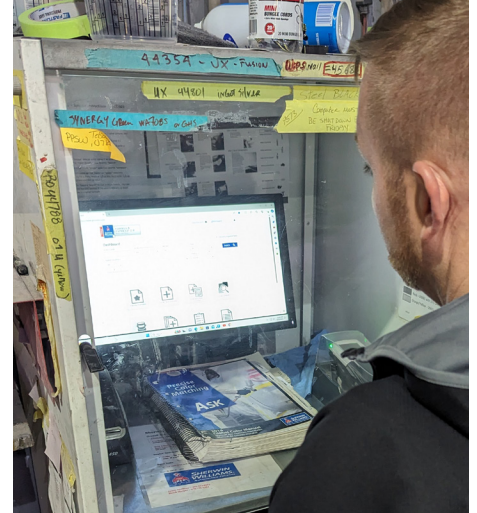
- Jon Berman, Senior Regional Manager, MAACO of Greensboro

Within three months, each MAACO of Greensboro location had their own Dedicated Fiber Internet circuit. Berman reports the new fiber connectivity has been working smoothly at all locations. "We have enjoyed unprecedented reliability since we made the move to fiber," he reports. "There's been nothing like the drop-off we had in the past. The signal at all our locations comes in strong all the time."

### Solving critical efficiency and security needs

Running an expanding business created other challenges for MAACO of Greensboro, such as those posed by working with cloud-based solutions when it came to providing customer estimates. Sensitive information had to pass through the internet, including payment and insurance processing.

Berman also wanted the ability to better manage IT operations at all locations without having to physically be in multiple places at once. A network tool providing both managed firewall protection against internet intrusion and



MAACO of Greensboro repair shops need a network they can rely on at all times to communicate with customers, insurance providers and others. They also need 24/7/365 firewall protection from cyberthreats. They get both with Managed Network Edge.

easily accessed, centralized control was what they needed. Spectrum Enterprise recommended [Managed Network Edge](#).

“The uniformity of experience I get across the board, and being able to easily access each of the shops at the same time, it’s just an easier way to operate,” Berman says since Managed Network Edge was installed. “I don’t have to go down multiple avenues when I want to get things done.”

Now there is less need for Berman and his team to focus on what he calls “the nuts and bolts” of bandwidth utilization. Instead, they can concentrate on services that move the needle for bottom-line results, such as optimizing customer service and broadening their use of cloud services.

The Managed Network Edge firewall also enhances operational security across the enterprise. “We have been working without any major security issues for the last few years, which is nice,” Berman adds.

With Managed Network Edge’s intuitive portal, he also enjoys full

network visibility with various shops whenever he needs it. Today he can check in on the entire MAACO of Greensboro operation, making needed adjustments from anywhere.

#### **A partner to trust**

Not long ago, when a trailer truck dislodged three utility poles bearing Spectrum Enterprise fiber to one of their shops, MAACO of Greensboro was not caught off-guard. They had already prepared for that contingency by opting to have Spectrum Enterprise install backup internet access to all their locations using [Wireless Internet](#).

“Having that cell backup meant we didn’t miss a beat,” Berman notes. “We were still able to write estimates, check customers out and basically run our business like normal as opposed to sitting there waiting for people to come dig us out.”

Adding to that reliability is the ready support of Spectrum Enterprise technicians in dealing with any operational challenges as they come up. This support includes updating and repairing equipment as needed.

“Having uniformity across the enterprise and being able to easily access everybody at the same time is critical. Having Managed Network Edge has just made our business more efficient and effective.”

– Jon Berman, Senior Regional Manager, MAACO of Greensboro

Delk describes it as a collaborative partnership based on mutual trust. Berman appreciates the expertise and technology solutions Spectrum Enterprise brings to the table, and is always interested in hearing out ideas.

“He trusts us,” Delk says of Berman. “He has built a strong rapport with myself, Samuel and our entire team. We talk often about the many different ways we can help him grow the business.”

For his part, Berman says he appreciates having a single point of contact to resolve any service and upgrade issues, rather than the





As an established provider of fast automotive repairs, MAACO of Greensboro must always innovate to meet ever-changing needs. The technology partnership of Spectrum Enterprise gives them a handy tool for managing growth.

list of providers he had to keep handy in the past. “It’s a little bit harder to keep track of what needs to be done when you have three or four different people managing different locations,” he notes.

#### A brighter future to build upon

MAACO of Greensboro is always seeking out new opportunities and locations to build out their success. Having a reliable connectivity network with a secure centralized platform offers a ready means for managing growth.

“Since we made the switch to Spectrum Enterprise, our IT group has been able to focus on technology that maximizes business efficiency, to help all our locations gets customers back on the road more quickly.”

– Jon Berman, Senior Regional Manager, MAACO of Greensboro

“Whenever we are getting ready to launch another shop location, it’s nice to know what to expect when it comes to installation and network operations with Spectrum Enterprise backing us up,” Berman says. “There are no surprises. And if they run into anything, they call me right away.”

Because the fiber circuits are not only sturdy but scalable, they provide ready conduits for bandwidth expansion if MAACO of Greensboro decides to grow their network, no matter whether additions are operational, geographic or both.

“Since the conversion, everything has been running pretty smoothly,” Berman notes. “We are better able now to take payments and check customers out as quickly as they come in. Cash flow is really important to us, and we are seeing more of that now with Spectrum Enterprise support.”

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#### About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, Inc., is a national provider of scalable, fiber technology solutions serving many of America’s largest businesses and communications service providers. The broad Spectrum Enterprise portfolio includes [networking and managed services solutions](#); [Internet access](#), [Ethernet access and networks](#), [Voice](#) and [TV solutions](#). The Spectrum Enterprise team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. For more information, visit [enterprise.spectrum.com](https://enterprise.spectrum.com).

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