

Fiber connectivity and AI fuel growth at a 100% cloud-based retail supplier

Overview

- ZLINE Kitchen and Bath needs strong connectivity to support its cloud-first IT infrastructure.
- With a small IT staff and minimal infrastructure, ZLINE needs managed support it can rely on along with the ability to scale.
- Valuable inventory requires onsite security cameras to protect against theft and accidents.

Outcomes

- Reliable, high-speed fiber connectivity with ample bandwidth is provided by [Dedicated Fiber Internet](#).
- The cloud-based network is monitored and scaled as needed using [Managed Network Edge](#) delivered over the Cisco platform.
- Smart cameras connected to Managed Network Edge provide onsite monitoring of valuable inventory.

Why it matters

- Having Spectrum Business as a technology partner allows ZLINE Kitchen and Bath to achieve greater operational efficiency.
- As their business expands, they have the ability to quickly scale their data-driven network.
- With more AI tools planned, ZLINE expects their demand for reliable connectivity to continue growing.

ZLINE Kitchen and Bath finds scaling easy with a reliable technology partner

Since 2007, ZLINE Kitchen and Bath has been known for appliances designed around principles of fine aesthetics, high quality and affordability. A founding tenet of ZLINE is “attainable luxury,” designing range ovens, microwaves and refrigerators that are practical and pleasing to the eye.

To deliver on their brand promise, which includes fast service and meeting strict service-level agreements (SLAs) with partner stores and dealers, ZLINE counts on high performance fiber connectivity and managed network support from Spectrum Business.®

“Our orders generally ship within 24 hours, which wouldn’t be possible without a solid network,” explains Andrew Zuro, Founder and President, ZLINE Kitchen and Bath. “We’ve never had our fiber or our network go out. That’s the kind of thing that makes it easier for an IT person to sleep at night.”

High efficiency and leaner overhead costs are realized with an IT infrastructure using cloud services supported by Spectrum Business connectivity. “Our own IT teams are able to direct their focus to larger issues rather than maintaining a network day-to-day,” Zuro explains.



Designing and shipping luxury kitchen appliances and plumbing fixtures suited for individual homes is at the core of ZLINE’s business model. Deploying the data to make that happen requires strong connectivity.

Customer profile

ZLINE

ATTAINABLE LUXURY®

Company

ZLINE Kitchen and Bath

Industry

Retail

Services

Dedicated Fiber Internet

Managed Network Edge

Company size

100 employees



The cloud-first infrastructure of ZLINE Kitchen and Bath means flexibility to manage orders quickly. For customers, speed matters whether the space is new construction or an existing home.

Reliable connectivity makes it easier to run on data

Having a cloud-first infrastructure requires strong connectivity for ZLINE Kitchen and Bath to succeed. Whether fulfilling a same-day order for a range hood or developing video content for social media advertising, the right dedicated internet access is essential.

“For a business like ZLINE that depends on speed and precision, uptime isn’t optional—it’s foundational,” explains Troy Dixon, Vice President of Mid Market Sales, Spectrum Business. “We’re proud to deliver the kind of performance and responsiveness that keeps their operations moving without disruption.”

Spectrum Business offers 24/7, US-based support and an SLA that guarantees 100% uptime.¹ Both are essential for ZLINE to operate successfully from the cloud.

Zuro is pleased about having a strong technology partnership: “If I need to, I know I can get someone from Spectrum Business on the phone or at our location quickly.”

Spectrum Business connectivity is also used for delivering voice communications for customer sales and service as well as automated ordering and AI tools. Virtual showrooms display ZLINE appliances, while cloud-based sales platforms channel customer data. [Dedicated Fiber Internet](#) circuits at multiple sites make this possible.

A network designed to prioritize scalability

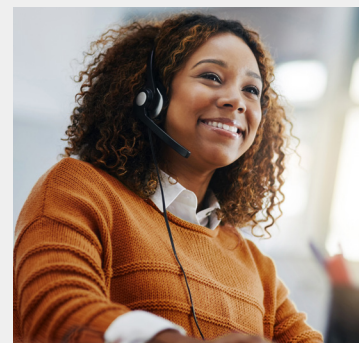
ZLINE Kitchen and Bath has distribution sites in Ohio and Tennessee as well as its headquarters and distribution facility in Reno, Nevada. All rely on the same cloud-based network, connected at each location by [Managed Network Edge](#).

“Managed Network Edge is not only an easy-to-use platform, but there are a lot of security features we can access with it that other small to medium-sized businesses don’t have,” Zuro says.

Scaling up the network to accommodate more locations, or add capacity to existing locations, is also possible when leveraging the cloud-based platform. Notes Zuro: “Shifting the overhead and capex off of ZLINE and into the cloud has enabled us to scale as needed.”

“Keeping our infrastructure super-lean is the philosophy across the board at ZLINE. The leaner and more efficiently we can run, the easier it is to keep our goal of ‘attainable luxury.’”

Andrew Zuro, Founder and President, ZLINE Kitchen and Bath



Having Dedicated Fiber Internet enables greater AI use at ZLINE Kitchen and Bath. This includes applications designed to improve customer support.



Managed Network Edge provides ZLINE Kitchen and Bath with ample bandwidth for facilitating both simple orders and complex room designs. It also fuels WiFi service at key locations.

Dependable WiFi keeps inventory on track

Because ZLINE Kitchen and Bath is focused on same-day shipping, warehouses are designed to make the automated picking and packing process seamless. Managed Network Edge at each distribution site is boosted with strong WiFi.

"We are in a unique position where our equipment is largely giant boxes of metal," Zuro says. "That's going to obstruct the wireless signal across our facilities. That's why we need a widespread and distributed access point kind of system."

ZLINE worked with Spectrum Business engineers to ensure WiFi was properly set up to solve that challenge.

Smart cameras for safer inventory

Because total warehouse inventory for ZLINE Kitchen and Bath runs into many millions of dollars, protecting it from theft or damage is vital. Each Managed Network Edge platform uses smart cameras that monitor access and activity across the distribution sites.

Using wide-angle lenses and 360-degree views, these smart cameras incorporate enhanced AI analytics, motion detection and full visibility of sensitive locations to augment and extend human surveillance. Video feeds from the cameras connect to a cloud-based portal to offer easy 24/7 access from anywhere.

"Our role goes beyond connectivity—we act as a strategic partner to help companies like ZLINE scale confidently," notes Lynn Dodson, Group Vice President of Mid Market Sales, Spectrum Business. "Whether they're expanding locations or adopting new technologies, we're there to support every stage of growth."

Service made better with AI

AI has become central to the ZLINE business model, specifically in the automation of key product delivery functions.

"Over the course of time, we have automated to the point where if something does go wrong, our automation is so fine-tuned that it's fixed before an alert goes out," Zuro notes. If demand for a product at one distribution site is spiking, the AI will channel additional orders to less-busy locations.

"Being partnered with Spectrum Business, I can trust that the construction was done right, and so were the overall layout and design of our network. We work with an awesome team."

Andrew Zuro, Founder and President, ZLINE Kitchen and Bath



The ability to locate and ship valuable inventory within 24 hours is a must for ZLINE Kitchen and Bath. WiFi that is operated from Managed Network Edge helps make this fast work.



A key advantage of a network built on fast fiber connectivity is the enablement of AI. For example, an existing kitchen can be redesigned while shopping for appliances on a mobile device.

Other AI tools being designed include customer support tools that will extract information from manuals and product lists to offer focused assistance. AI also is being prepared for augmented reality (AR) modeling so customers can see what a ZLINE product would look like in their kitchen from a mobile device.

Spectrum Business AI Accelerator supports AI operations by providing speed, scale and predictable performance. This ensures the data fueling AI operations flow smoothly across the entire enterprise, so critical outputs are fast and reliable.

“Not only is the network equipment rock-solid, but if there is an issue, Spectrum Business will reach out to me proactively. Having that ease of mind enables our IT team to focus on large initiatives that keep our company growing.”

Andrew Zuro, Founder and President, ZLINE Kitchen and Bath

Zuro sees limitless growth potential in their technology partnership.

“We couldn’t do what we do without solid connectivity,” he says. “By partnering with Spectrum Business, I don’t have to worry about managing our network devices across multiple locations. And when it comes to new initiatives, our Spectrum Business representative gives constructive advice.”

Award-winning connectivity



Winner of the 2026 Frost & Sullivan North America Dedicated Internet Access Competitive Strategy Leadership Award²

1. Applies only to Dedicated Fiber Internet.
2. 2026 Frost & Sullivan Competitive Strategy Leadership Recognition, The North American DIA Industry Excellence in Best Practices, Leandro Agion, Industry Director, Frost & Sullivan, June 2026.

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