



## CASE STUDY



## METAL MASTERS, INC.

**Industry:** Sheet Metal Fabrication/  
Construction

**Organization:** Metal Masters, Inc.

Metal Masters, Inc., a sheet metal fabricator based in Dover, Ohio, is dedicated to delivering superior service and efficient, professional results for customers across the region. As customer requirements and experiential demands grow and change, ensuring communications remain agile and fully enabled is key for delivering optimized results. It's for this reason that, in order to continue to evolve on behalf of its customers, Metal Masters sought out a new network and communications partner to further empower its business communications and operations.

### Glo Fiber Business Solution:



Dedicated Internet Access



Voice Connect Pro

### Business Challenge

For some time, Metal Masters was utilizing a phone system and underlying connectivity solution that far predated current communications and connectivity demands. With a phone platform in place that was more than two decades old, Metal Masters soon found that their phone system's lack of functionality hindered their ability to properly serve customers. While this phone solution could assist in answering calls and transferring them to an office building, it couldn't provide any flexibility beyond that.

In a world of on-the-go, highly mobile business and customer requirements, Metal Masters realized that they needed more advanced phone functionality, as well as more robust Internet connectivity. Until Metal Masters found a solution, both its internal and external calling and communications would remain hampered by the restrictions of a legacy system. Ultimately, this led the company to look into vendors in the market. When Glo Fiber Business was recommended to Metal Masters' Chief Financial Officer by the City of Dover itself, the company saw a host of new advantages.

*"The value of Glo Fiber Business's solutions was apparent from day one, and it changed the way our company is able to operate, making it better able to react and cater to customer requirements," comments Bret Kettlewell, CFO of Metal Masters. "But beyond that, even today we're still uncovering new benefits from these systems that we didn't know about before. We have greater efficiencies and agility for our operations, which ultimately becomes increased customer satisfaction all around. It's a gift that keeps on giving, and both our team and our customers are reaping the benefits as a result."*



## The Glo Fiber Business Solution

Upon receiving the recommendation of Glo Fiber Business as a network and communications vendor, Metal Masters saw that Glo Fiber Business — in addition to offering a great reputation for trusted, local partnership — delivered a host of truly powerful solutions. So, Metal Masters selected 60Mbps of Glo Fiber Business Dedicated Internet Access (DIA) and Voice Connect Pro hosted voice.

The hosted voice solution from Glo Fiber Business opened up a new world of communications benefits for Metal Masters and its customers, enabling robust, cloud-based voice services that went beyond legacy capabilities. With Voice Connect, the company can take advantage of high-definition voice quality, enhanced reliability and mobility with scalable, dynamic access. As opposed to legacy, hardware-based systems, which are restrictive and costly, the use of the cloud maximizes business agility and helps keep every member of the team accessible for customer support. Now, instead of only being able to forward calls to business locations, Metal Masters can forward customer calls to members of the team working in the field through cell phones, making the best customer experiences more available at any time.

This voice enhancement is supported by underlying DIA, which ensures that any and all communications taking place across the network have the highest levels of reliability, speed, security, and predictability. With these two solutions in place, superior customer experiences and business operations are made simple and easy. Plus, with Glo Fiber Business's signature level of customized, high-touch and local service excellence, Metal Masters was perfectly positioned for enhanced success.

## Results

Metal Masters is now enjoying communications and networking that moves at the speed of modern, digital business, offering customers an enhanced level of service excellence. With DIA and cloud-based hosted voice in place, the company is ideally poised to continue meeting its goals and delivering on its core dedication to great service.

*"Our work with Metal Masters is a great example of just how important it can be to phase out legacy systems that might be holding you back. The company was proactive and sought out a solution that really takes their business to the next level, which in turn better empowers customers,"* states Glenn Lytle, SVP of Commercial Sales for Glo Fiber Business. *"We were thrilled with how this project turned out, and we look forward to seeing just how far the advantages go for this great Ohio business."*



### Key Benefits:

- **Increased Productivity** — DIA delivers fast, reliable internet speeds for uploads and downloads ensure capacity for your critical business applications. This helps employees access files and resources in near real-time and improves customer satisfaction.
- **Better Reliability** — Glo Fiber Business's network is resilient, built with ringed technology for redundancy that provides ultimate reliability. With DIA, speeds are dedicated, dependable, and backed by Service Level Agreements, which means no packet loss or jitter.
- **Enhanced Cost Savings** — Cloud-based hosted voice not only reduces capital expenditures, it also averts the traditional limitations and costly upgrades of hardware-based systems.
- **Greater Mobility** — With Voice Connect, all that's needed for high-quality, feature-rich, reliable communications is an Internet connection.

To learn more about additional Glo Fiber Business solutions, visit [glofiberbusiness.com](http://glofiberbusiness.com)

