



# American Refrigeration Supplies takes a giant leap forward with Cox Business technology

## Background

American Refrigeration Supplies (ARS) provides commercial and residential HVAC and refrigeration contractors with equipment and supplies necessary to service the cooling needs of every place, from residences to grocery store chains, municipalities, school districts, and more. Recently, the 81-year-old company stepped into the future by converting its critical technical infrastructure from an undersized and outdated T1 multi-protocol label switching (MPLS) solution to a more robust Cox Business MPLS network, adding a fiber connection to increase bandwidth and an SD-WAN solution that uses both connections simultaneously.

## The Challenge

### A fragile, unstable network prone to crashes

When ARS President John White took the reins in 2018, he quickly realized that the ARS legacy telecommunications provider did not supply the stability or reliability that ARS required to meet its aggressive growth plans. ARS had recently added an IP PBX telephone solution and was using the T1 MPLS service to manage voice and data traffic between its main office and branches.

The T1 lines simply did not have the capacity needed to manage the volume of data exchanged. It also did not provide network resiliency. A T1 outage at any of the branches meant not only that the affected branch couldn't place or receive calls, but also that business would grind to a halt. The branch would not be able to access or share information, sometimes for days, while struggling to operate manually.

John explains, "Our T1 pipe was too small, and we experienced crashes all over the place. It hampered our ability to advance our business, and we needed a better solution and a better partner for our technology team."

### Cox Business thinks holistically

To resolve these issues, ARS was considering adding additional bandwidth. But when Cox Business came to the table, the discussion became more holistic, focusing on how ARS was utilizing its network and how it

planned to do so in the future. John explains that the Cox Business team took the time to get to know ARS and understand the company's forward-thinking strategy to better help evaluate long-term solutions.

"What I've been impressed with about the Cox Business team is they could have just sold us a different internet solution to improve our experience, but instead they wanted to understand our problems and where we were headed so they could present us some options to think about. The ideas that they presented then, and continue to bring to us, never feel like a sales pitch. Instead, they're ideas that Cox Business, as our partner, thinks we should consider to help advance our business," he adds.

## The Cox Business Solution

### Prioritizing data transfer more efficiently

SD-WAN was one of the solutions the Cox Business team shared with the ARS technology team. Cox Business knew that SD-WAN, along with an additional fiber connection, would provide ARS with the bandwidth, network efficiency and redundancy that it needed, both now and for its future. "The SD-WAN's ability to manage and regulate traffic flow and prioritize different kinds of data has really helped us," relates John. He adds, "The interoffice ability to exchange information in real time is critical to our business today. SD-WAN from Cox Business has provided more stability and better data prioritization while eliminating downtime for our business operations across the country. That's been a huge enhancement for us."

### Enhancing the voice/video experience

Cox Business also recommended a session initiation protocol (SIP) trunk to improve audio/video calls on the ARS network that makes it easier to add and remove lines across the company's footprint. "This solution enhances the functionality, flexibility and reliability of our current IP PBX phone system, allowing our technology team to create new customer service groups and add a new branch with a different phone number," says John, adding, "Our phone units have not changed, but the quality of calls and the stability of the system are far superior to what we had experienced before."

### Cox Business provides long-term solutions

Cox Business has also helped ARS expand by thinking with the company about long-term technology solutions that will help them grow. "For us, growth doesn't necessarily mean adding more branches or inventory," says John. "It means finding more tools to make our team better at serving today's customers so that we can take on more customers in the future. Cox Business has already shown that it can be a valuable partner by bringing solutions that allow our business to expand now on platforms that Cox Business already has available."

