

HELPING CUSTOMERS

OVERCOME
“RAINY DAYS” WITH
FIBER SOLUTIONS



ABOUT OBJ GROUP, A SPECTRUM BUSINESS PARTNER

OBJ Group is a business-to-business technology advisor. In addition to dedicated support, valuable expertise and project management assistance, the group only partners with top telecommunications and IT carriers like Spectrum Business™ to provide customers with personalized solutions. The average OBJ Group team member boasts more than 15 years of telecommunications experience. OBJ Group was founded in 1994 and is headquartered in Grand Junction, Colorado.

Spectrum Business Partner for one year.

OPPORTUNITY

With city departments and the public relying on the web-based services provided by the City of Fruita, Colorado, this government entity recognized that its current connectivity issues were becoming more than just an inconvenience. The city wanted to move its six locations and 130 employees to fiber Internet, and consequently turned to OBJ Group, a Spectrum Business Partner, to determine its best options.

Rainy Days

Afternoon slow-downs, email hiccups and data loss on rainy days; this was the status quo for the City of

Fruita. City departments and—more importantly—the public relied on the shared service, and when it went down, it disrupted more than just class sign-ups at the recreation center. City employees were unable to access GIS insights and other SaaS applications central to their jobs. The city needed a business-grade service.

“Having fiber is a whole different world.”

Odette Brach

City of Fruita Human Resources Director

NEEDS

- ▶ Symmetrical speeds for hosting GIS and other multimedia applications
- ▶ Greater upload speeds
- ▶ Business continuity
- ▶ Better connectivity
- ▶ More bandwidth
- ▶ Increased mobility

A World of Difference

After researching fiber Internet for a few years, the City of Fruita turned to OBJ Group to assess its needs and find an effective solution with the best overall value.

Through the Spectrum Business Partner Program, OBJ Group was able to bundle Internet, phone, and WAN, creating a complete solution for the city. Using one provider for all services saved on costs and provided the client with better value and performance.



"The value was there. By combining private network, PRI phone service and Internet we were able to maximize the benefit of fiber optic broadband within our existing budget."

Mike Bennett, City of Fruita City Manager

RESULTS

With Spectrum Business Optical Internet and a custom bundled solution, the city has seen results within two short months and is creating a better end-user experience for its employees and the public.

- ▶ Hosting GIS and guest wireless without bandwidth issues
- ▶ Enabling additional applications
- ▶ Experiencing faster and more consistent Internet
- ▶ Enjoying PRI over the service
- ▶ Using private WAN for better security and performance

One of the biggest benefits? With connectivity issues resolved, the city is no longer receiving complaints from their end users.

"No news is good news," Labrum added.

Spectrum Partners: Close More Deals

By bundling the city's services and offering multiple service lines, OBJ Group created a more complete package for the customer and demonstrated the value of making the transition to Spectrum Business.

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Mike Bennett
City of Fruita City Manager

Major Sales Highlights

- ▶ Underscore value
- ▶ Create a custom bundle