



Using fiber-based Internet to sharpen business agility and profitability

Measures of Success:

- Improved service delivery and customer experience for cloud and virtualization services supported via fiber-based Internet services
- Scalable cost model to serve business clients that have anywhere from two computers to multibillion-dollar defense contracts
- Faster response times and problem resolution for supporting off-site back-up and managed service solutions to customers
- Higher network quality and reliability for customer collaboration via Unified Communications applications

Based in Louisville, Kentucky, Mirazon designs, builds and maintains optimized IT solutions for a wide range of US and international clients.

Mirazon employees see themselves as “visioneers,” using today’s technology to create ahead-of-the-curve solutions for everything from virtualization, storage and back-up to training and CIO outsourcing.

Since the founding of Mirazon in 2000, partner and solutions architect Craig Stein has seen his clients’ IT departments change dramatically: “Managing IT used to involve maintaining a few products. Now, from Microsoft® licensing to antivirus protection, there are so many moving parts. Plus, with the Cloud and virtualization, it’s easy to spin up a new platform as a service without even involving the IT department.”

Mirazon’s success as an IT consulting firm comes from giving its top-caliber system architects and engineers the right tools to help clients create the right IT environment. Technology needs to provide top agility and bandwidth, and that’s why Stein considers fiber solutions from Time

Warner Cable Business Class “a key blade in our Swiss army knife of solutions.”

Boosting bandwidth and reliability

In 2012, Stein upgraded to Time Warner Cable Business Class (TWCBC) fiber-based Dedicated Internet Access (DIA) solution from an asymmetrical “best effort” Internet service. This helped meet the firm’s growing opportunity to offer remote security and managed solutions to a diverse range of customers. In explaining the value of fiber’s symmetrical bandwidth, Stein notes that “most businesses download more content than they send up. But with off-site back-up or supporting branch offices, fast *upload* speeds also become critical.”

In addition to the up to 20 Mbps high bandwidth DIA connectivity, reliability has been superior. According to Stein, “we’ve leveraged Time Warner Cable Business Class technology because it’s very fast and affordable. But we’ve also found that it’s also an extremely reliable service.”



Customer Profile:

Company: Mirazon, an IT consulting firm serving clients nationwide and internationally

Industry: Technology

Services: 20 Mbps Dedicated Internet Access (DIA)



Craig Stein, Partner and Solutions Architect, Mirazon

“It’s a great win for us to use our Time Warner Cable Business Class fiber service to provide clients with reliability and uptime that once only the largest companies could afford. It makes us and our clients more competitive.”

—Craig Stein



Leveraging new business tools

Fiber makes it possible for Mirazon to get business done in new ways. As just one example, because of its dedicated fiber-based Internet access, Mirazon has the bandwidth and agility to leverage state-of-the-art customer collaboration, meetings, video conferencing and instant messaging through the Microsoft® Lync unified communications suite. “Plus,” Stein adds, “the DIA connection is extremely reliable, fast and low-latency so the voice packets don’t get scrambled or delayed.”

Staying ahead of the curve—and competitors

TWCBC’s growing fiber footprint has given Mirazon an edge on other IT consultants.

Mirazon has been able to provide back-up service and other support through the DIA connection. Additionally, by encouraging clients to choose TWCBC for their own fiber-based WAN services, Mirazon is able to help clients improve their overall network performance.

As an example of what fiber offers, Stein points out that many Mirazon clients have a single server. “That’s a single point of failure,” he says. While other firms take a day or more to respond,

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fiber connectivity lets Mirazon fix problems remotely *in minutes*. Even better, Stein notes, fiber enables Mirazon to provide what is referred to as “3-2-1 back-up.” This approach keeps three copies of any important file to support redundancy needs. Two different types of media are used to back-up the file, such as an optical drive like DVD in addition to a hard drive or network drive. Plus, one copy is stored at a second networked location for site diversity.

The affordability of fiber has enabled Mirazon to work with an exceptionally wide range of customers across the United States and abroad. “When we started, our prospects were only large customers,” Stein recalls. “But where solutions used to cost hundreds of thousands of dollars, we can now leverage fiber solutions that are affordable for them and profitable for us.”

Mirazon’s secret to success continues to be hiring amazing people and finding new ways to get things done. Fiber technology continues to play a key role in expanding Mirazon’s technology toolkit and customer base.



Mirazon relies on fiber-based DIA from TWCBC to stay ahead-of-the-curve.

“Businesses are trading hosting and private infrastructure for cloud offerings like Microsoft Office 365® and Amazon Web Services®. This drives the need for faster, more reliable Internet connections, and that’s what Time Warner Cable Business Class provides.”

—Craig Stein

About Time Warner Cable Business Services

Time Warner Cable Business Services, a division of Time Warner Cable, offers a full complement of business communications tools to small, medium and enterprise-sized companies under its Time Warner Cable Business Class brand. Its Internet, voice, television, network and cloud services are enhanced by award-winning customer service and local support teams. Through its NaviSite subsidiary, Time Warner Cable Business Services also offers scalable managed services, including application services, enterprise hosting, and managed cloud services primarily in the U.S. and U.K. Time Warner Cable Business Services, founded in 1998, serves approximately 625,000 business customers throughout Time Warner Cable’s service areas. For more information, visit <http://business.twc.com>.

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