CASE STUDY

Comcast Business Managed Internet and Broadband Aggregation

Transform Global Retail Chain



With an international retailer's contract set to expire across multiple locations, their long-standing channel partner stepped in to help them address bandwidth problems associated with managing underlying carriers. The partner teamed with Comcast Business to deliver a comprehensive Managed Internet and underlay aggregation solution.

Winning Advantage

Comcast Business was brought in and delivered a combination of solutions, reach, and expertise to fit the client's needs:

- **Dual Diverse Capability:** Comcast Business was uniquely positioned to deliver dual and diverse circuits, even in regions where such options are typically more challenging.
- **Global Reach:** The Comcast Business solution addressed international requirements and regional provider limitations through a flexible and adaptive approach.
- **Aggregation Expertise:** Comcast Business delivered a seamless underlay aggregation without requiring customer premises equipment (CPE).

Delivering a World-Class Experience

With a focus on organizational simplicity, operational efficiency, and strategic growth, Comcast Business supported our partner's and client's success through:

- Consolidated services
- Enhanced network diversity and resiliency
- Centralized monitoring and support via a single NOC
- Underlay architecture positioned for future SD-WAN deployment

Results

Together, Comcast Business and our partner met the client's business goals:

- **Organizational Simplicity:** We helped the client consolidate contracts across multiple carriers.
- **Operational Efficiency:** The solution helped improve bandwidth and resiliency, helping enable fast application deployment.
- **Strategic Growth:** Following the project's initial success, the client expressed interest in additional services, including SD-WAN.

KEYS TO SUCCESS: WHY COMCAST BUSINESS

- Experience delivering dual-diverse circuits in complex environments
- Ability to support international and regional requirements
- Flexible contracts and managed services
- Strong partner collaboration and execution tailored to client needs

COMCAST BUSINESS
Solutions Advisor Program

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