



# QWEST SOLUTIONS FEATURING:

Qwest iQ Networking® Internet Port

Case Study: Cutter & Buck



## CUTTER & BUCK

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### CUSTOMER:

Cutter & Buck  
www.cutterbuck.com

### BUSINESS CHALLENGE:

When growth drove demand for increased bandwidth, Cutter & Buck looked for a cost-effective way to enhance the Internet and voice service at its multiple locations across the U.S.

### SOLUTION:

Qwest iQ Networking® Internet Port provides reliable, high-speed connectivity for the Cutter & Buck headquarters in Seattle; the hosting site and distribution center in Renton, Washington; and the company's catalog sales site in Georgia. In addition to Qwest iQ Networking, Qwest provides failover on the Internet circuit between Seattle and Renton to support Cutter & Buck's disaster recovery architecture. Also, at its Seattle location, Cutter & Buck uses multiple Qwest long distance voice circuits with failover capabilities.

### BENEFITS AND RESULTS:

- Savings of approximately 20 percent
- \$3,000 per month savings on one long distance circuit alone
- Simplified billing and management through Qwest Control®
- Circuit scalability positions Cutter & Buck for growth
- Failover capabilities help ensure business continuity and uninterrupted customer service

Since the company's founding in 1990, Cutter & Buck has earned a reputation as a leader in the golf apparel market. The designer and manufacturer of upscale sportswear and outerwear sponsors professional golfers and offers distinctive, comfortable apparel for touring and club professionals, golf television personalities, and amateur golfers. Cutter & Buck products are available through golf pro shops, premium resorts, and specialty retail shops across the U.S. The company also offers its brand-name line through corporate sales, a direct-to-consumer catalog, and online at cutterbuck.com.



### FACING THE CHALLENGES

For day-to-day business operations and direct customer service, Cutter & Buck relies on reliable, scalable, high-speed Internet and voice services for its multiple sites. The Cutter & Buck headquarters is in Seattle, the hosting and distribution centers are in nearby Renton, Washington, and the Cutter & Buck catalog sales facility is in Georgia.

When growth at Cutter & Buck put a strain on the existing network, the company began a process to find a solution that would enhance the company's communications capabilities while bringing costs down, according to Nikki Juhlin, Manager, Technical Systems, Cutter & Buck.

"We had a 3-megabit pipe, and we needed more. Our existing circuits didn't support multilink point-to-point protocol (PPP), so we couldn't use both circuits simultaneously," explained Juhlin. "Also, for disaster recovery, we wanted metro failover; to be able to failover one voice circuit to another in the same metro area of our network using our WAN connection between the sites," added Juhlin.

"We spent about three months on a fairly sophisticated RFP process. Qwest really stood apart from the other vendors in my estimation because they had all of the products that we were looking for and could provide them at a competitive price," said Juhlin. "With Qwest iQ Networking, Qwest could do a 10-megabit circuit if we needed to; in addition to iQ Networking, Qwest could do Qwest Metropolitan

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“There’s a lot of value in working with a Tier-I provider: the Qwest account manager and sales engineer are very well informed. Qwest has all of the capabilities we need and delivers them at a competitive price. Overall, the conversion to Qwest has saved us about 20 percent, and that’s huge.”

—Nikki Juhlin, Manager, Technical Systems

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Optical Ethernet; and Qwest could do multilink PPP. We had also started to look at voice over IP, and Qwest was able to address both our current and future voice needs,” Juhlin explained.

#### **PROVIDING A SUCCESSFUL SOLUTION**

“The Qwest account manager and sales engineer went through our existing account and showed us all the places we could save costs. It was very compelling,” said Juhlin. “The Qwest team had a lot of integrity, they had all the products we needed, and we decided to go forward with Qwest iQ Networking Internet Port.”

Today, Cutter & Buck has five different Internet circuits at its facilities in Washington and Georgia. All of the sites are connected with Internet T-I lines, and the Seattle headquarters has a 10-megabit connection. Virtual Private Network (VPN) tunnels also link all of the Cutter & Buck locations.

“In addition to Qwest iQ Networking, between our Seattle location and our Renton distribution center, we have border gateway protocol (BGP) failover for our disaster recovery architecture. A future phase of the project is to add dynamic failover with Georgia to the Internet as well,” noted Juhlin. “The Qwest technical expertise in the BGP installation was excellent.”

“For voice, we have three Qwest long-distance circuits emanating from Seattle and one local circuit. The long distance connections failover to one another, so even if there were a problem with a router, Cutter & Buck would not lose both long distance circuits at the same time,” said Juhlin.

#### **DELIVERING RESULTS**

“The fact that Qwest can be a provider for Cutter & Buck in Seattle and also in Georgia helps tremendously in terms of technology, cost savings, and simplified billing,” Juhlin noted. “We can leverage the account across all of our different sites,” said Juhlin.

#### **COST SAVINGS**

“I’m amazed every month when I look at our Qwest bill,” Juhlin said. “We’re saving about 20 percent. One example is a Qwest T-I for long distance that we converted from a local primary rate interface (PRI). It’s saving us \$3,000 a month, and that was a recommendation by our Qwest account executive. Also, our 10-megabit Qwest iQ Internet Port circuit costs the same as our old 3-megabit circuit, but unlike the old one, iQ Internet Port is scalable.”

#### **SCALABILITY**

“Growth enablement is a big benefit of the Qwest solution. We’re already looking at the possibility of going to 20 megabits on the 10-megabit circuit. It’s a gigabit interface, so we can scale quite high. That’s exciting in terms of the functionality Qwest is providing,” said Juhlin.

#### **TIER-I EXPERTISE**

“There are benefits to working with a Tier-I provider. One is that you don’t have to call a middle man to try to figure out the issue if there’s a problem,” said Juhlin. “And Qwest expertise has paid off for us in other ways. For example, we just went from one to two T-I lines at our location in Georgia with multilink PPP. I might have said in the past that we could do that configuration ourselves. But Qwest was able to do it with a minimum of downtime.”

*(Continued on back cover)*

#### **SIMPLIFIED BILLING AND MANAGEMENT**

“With Qwest Control, all of my circuit ID information is available whenever I need it, right at my fingertips,” said Juhlin. “The graphing in the billing is very useful, too, because I can say accurately what we’re spending with Qwest at any given point.”

“Frankly, this is the first time I’ve ever had a bill from a telco that I could really read,” Juhlin added. “It doesn’t just list the circuit ID; the bill actually says 'Fremont long distance' and 'Renton long distance' and 'Renton Internet circuit' and 'Georgia Internet circuit'. As a result, I can easily parse the bill out to the various departments that are responsible, and that’s a great benefit,” said Juhlin.

#### **THE SERVICE COMMITMENT**

“Our Qwest account representatives have been very helpful in matching their technology with our requirements, and saving us money at the same time. I came from the telco arena, and I’ve been impressed by the expertise and service commitment of the Qwest team,” stated Juhlin. “The Qwest account rep took the time to explain all the components of the bill, and that was invaluable. And Qwest also offers this through online courses, which is great,” Juhlin noted.

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