

## CASE STUDY

# McAlister-Smith Funeral Home

### The Customer

McAlister-Smith Funeral Home has been servicing the people of Charleston, SC during times of personal loss since 1886. Located on Wentworth Street in historic downtown Charleston, the main office has expanded to include locations in Mt. Pleasant and Goose Creek.

The funeral home is privately owned and operated by local funeral professionals. The current owners have extensive experience in helping families during times of loss.

When McAlister-Smith Funeral Home opened its fourth location, the company decided the expansion would call for an upgrade to their business communications solution.

### The Challenge

With the opening of a new location, McAlister-Smith required a more robust solution which could handle their demanding business needs.

In order to better communicate securely between locations, the owners wanted to upgrade their old DSL service to something that could withstand their daily activity. McAlister-Smith executives met with a Windstream sales representative, who proposed a powerful new MPLS Networking solution.

### The Solution

Windstream's MPLS Networking solution allows office locations to connect a bonded T1, which manages voice and Internet over a single pipe. Using this "any-to-any connectivity," McAlister-Smith can access servers and databases from multiple office locations over Windstream's Virtual LAN Service.

Within McAlister-Smith's own private network, the solution offers performance guarantees for each level of service (Best Effort, Business Critical, and Real Time). These allow businesses to assign priority to certain types of network traffic. And best of all, should McAlister-Smith decide to expand in the future, Windstream's full product line allows them to build easily upon their existing hardware.

McAlister-Smith executives are thrilled with their Windstream solution. Co-Owner Mark M. Smith commented, "When we decided to expand our business, we knew we wanted to have all of our locations connected to the same network, but we just didn't realize how affordable it would be. Windstream provided us with the best solution to make it all happen. We're working as one entity even though we have staff in four locations. I highly recommend Windstream for those needing to efficiently manage a multi-location business."

To learn more about Windstream's solutions, call 888-673-WIND (9463) or visit [windstreambusiness.com](http://windstreambusiness.com).