

Doug's Family of Dealerships: Driving Profits with Fast, Reliable Fiber Internet

ziply fiber

Zipty Fiber Case Study



About

Doug's Family of Dealerships includes three Pacific Northwest locations serviced by Zipty Fiber internet, including Doug's Hyundai, Doug's Lynnwood Mazda & Doug's Credit Center.

Challenge

Bringing fast, reliable internet in time for new business opening

Solutions

1 Gig Ethernet
Internet Access (EIA)

100 Mbps Business
Fiber Internet (BFI)

**“To me it was a miracle.
To Zipty it was business as usual.”**

With 80% of consumers now preferring online or hybrid shopping when purchasing and maintaining their vehicles, there was no question that Doug's Family of Dealerships needed fast, reliable internet service for its latest location in Edmonds, Washington.

After **40 years in business and two successful, family-owned dealerships** in the Pacific Northwest, the company was eager to open its brand-new Mazda dealership that catered to today's tech-savvy customer.

So IT Manager Damon Lockwood was shocked to learn that the internet service provider (ISP) who'd been promising for months to connect the new business in time for opening day, wasn't going to deliver on that promise until five months later.

“It took me a minute to comprehend what they were telling me and what it meant to our business,” said Lockwood. “We couldn't open without internet. When that realization hit me, I contemplated packing my stuff and moving to Mexico where the boss couldn't find me.”

Instead, he called Zipty Fiber.

enterprise.ziptyfiber.com



**“Zipty provides the backbone we use to do business.
We can’t operate without fast, reliable internet.”**

Excellent Customer Service

“I didn’t believe the Account Manager when he told me Zipty could do it,” he said. “I explained all the delays from the other ISP, and he said, ‘no problem,’ that the crew would be out the following Tuesday. He was super knowledgeable and professional and even went above and beyond to help me with another unrelated issue I was having because he happened to have experience in that area.”

Less than one week later, **the dealership was fully connected with Business Fiber Internet (BFI) at 100 Mbps.**

“To me it was a miracle,” said Lockwood. “To Zipty it was business as usual. We can’t operate without fast, reliable internet. Zipty provides the backbone we use to do business.”

Fastest, Most Reliable Network

“The pandemic has revolutionized the car buying process,” Lockwood explained. “Customers don’t want to come into the dealership anymore. They’d rather shop online first and spend as little time in the dealership as possible or buy a car completely online.”

One year later, as Doug’s broke ground on a new dealership, Lockwood called Zipty once again.

That’s when he learned **he could get dedicated ethernet internet access (EIA) into that business location, with guaranteed 99.999% uptime, as well as symmetrical upload and download speeds** — regardless of what it’s used for.

“This met our increased usage needs,” he said. “We really needed a dedicated fiber EIA circuit that was true business grade. Shortly thereafter, we also upgraded to 1 gig service at the original location.”

Lockwood says he especially appreciates how easy it is to work with Zipty customer support.

“The Zipty technicians are knowledgeable and inquisitive,” he said. “They’re good at playing detective and asking all the right questions to get to the bottom of a problem. Like when they helped us uncover an antique firewall that was getting overloaded and slowing everything down. **This has turned into a great partnership.**”