



CASE STUDY – FINANCIAL SERVICES

HOW A CUSTOMIZED FIBER SOLUTION FROM SPARKLIGHT BUSINESS SUPPORTED HIGH-VOLUME PHONE AND COMPUTER TRAFFIC WITH 99% UPTIME.

CLIENT

Affinity Partnerships is a financial services provider that enables companies around the country to offer their members loan assistance through their customized financial assistance platform. Based in Pocatello, Idaho, the business partners with ten of thousands of lenders across the country to meet their customers' mortgage needs.

CHALLENGE

As Affinity Partnerships established their new call center, they needed a reliable, high-bandwidth Internet connection to support the high volume of phones and computers and keep their operations running smoothly. In January 2015, they partnered with Sparklight Business to help find a customized fiber solution for their business.

SOLUTION

Dedicated Internet Access (DIA) from Sparklight Business now provides the call center 200 Mbps of dedicated, symmetrical Internet access. Delivered over Sparklight Business's nationwide fiber backbone, their DIA solution ensures a solid high-speed connection.

With proactive 24x7x365 monitoring and a 99.99% uptime guarantee, Senior Vice President Cesar Salgado now has the peace of mind that his business can run smoothly without service interruptions like they had experienced in the past. Affinity Partnerships is able to provide a seamless connection to their call center to ensure they are taking care of their customers.

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Cesar Salgado

Senior Vice President,
Affinity Partnerships