Premiere Service Provider Increases Value Added Revenue and Enhances Broadband Experience by Bundling D-Link Home Networking Solutions

Challenge: Broadband National is a premier full-service provider of broadband services including DSL, Cable Internet, Voice over IP (VoIP), bundled voice and data, and leased-lines (T-1 and fractional T-1). Broadband National’s selling model is based on their proprietary service prequalification, order processing, and provisioning management system they refer to as the Integrated Broadband Information System or IBIS. With this powerful tool on their side the management at Broadband National refer to their company as the “Expedia of the Broadband Industry.” The IBIS system allows consumers and businesses to instantly compare prices and offerings on broadband services from 40+ suppliers. Broadband National has national and regional supplier relationships with providers such as ATT, Comcast, Covad, Earthlink, Qwest, Xo Communications, as well as a host of others.

For consumers, the online IBIS system of Broadband National and their affiliates acts as a one-stop shop for researching and ordering broadband services. One of the significant differences in the Broadband National approach to selling services is their solution-oriented approach with consumers. They understand broadband Internet access is a powerful tool when used to its fullest potential and Internet access is only one piece of the total technology solution puzzle. Broadband National not only provides significant value to their customers by consulting them on the best type of Internet access available for their situation, but they also provide them expertise on wireless home networking, gaming, digital media, digital voice, and camera surveillance solutions. By providing customers with a total solution, they help their clients fully benefit and realize the potential of their broadband service. In doing so, the company’s customers perceive more value from their new broadband service.

Solution: Broadband National’s core business of broadband service installation requires the deployment of DSL and cable customer premise equipment. D-Link was able to offer Broadband National extensive experience in working with service providers to deploy data services using D-Link modems and routers as customer premise equipment (CPE). Broadband National chose the D-Link DCM-202 High Speed DOCSIS® 2.0 cable modem as the CPE for data services they sold on the Comcast cable network. The D-Link DCM-202 cable modems provide customers with built in high performance bandwidth acceleration software and installation flexibility with support for both Ethernet and USB connections. “With over 12,000 units installed, the D-Link cable modem has proven itself a robust CPE allowing us to meet our provisioning, service management, and reliability goals,” commented Mark Weibel, Broadband National’s Vice-President of Marketing.

However, Broadband National’s solution selling approach left their customers wanting more than just CPE equipment. Broadband National wanted to partner with a solutions oriented vendor who could offer them an array of quality products to satisfy

Customer Profile: Broadband National Vero Beach, FL

Broadband National Inc., founded in 2002, is a full-service provider of broadband services with headquarters in Vero Beach, FL and sales offices in Orlando, FL and Dallas, TX. The Company uses its proprietary Integrated Broadband Information System (IBIS) to enable businesses and consumers to quickly evaluate broadband solutions and pricing from more than 40 different suppliers nationwide. Broadband services include DSL, Cable Internet, Voice over IP (VoIP), bundled voice and data, and leased-lines (T-1 and fractional T-1). Services can be reviewed and subscribed to at: www.broadbandnational.com

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- Mark Weibel
Vice-President Marketing

With the help of the powerful IBIS system, consumers and businesses can shop for broadband services right from Broadband National’s home page.
the many home networking requirements of their broadband customers. Broadband National decided to further partner with D-Link because of their reputation in the industry for high quality, affordable consumer products. D-Link features a host of consumer products ranging from wired and wireless routers and adapters to digital media players and Internet cameras. The wide selection of products was exactly what Broadband National needed to bundle with their data services in order to maximize the subscriber experience.

Broadband National offered its broadband subscribers value added solutions for home networking, gaming, digital media entertainment, and camera surveillance through its online store (stuff.broadbandnational.com) by providing instant ten percent discounts on D-Link consumer products. These discounts are stacked on top of any rebates and promotions offered directly from D-Link. “Offering the D-Link products to our subscribers was a significant value add that also created a new revenue stream for us. By offering full solutions to our subscribers we aim to enhance credibility and trust, and turn that into additional future broadband business,” commented Weibel.

Conclusion: Broadband National ultimately found the model of offering D-Link products was one their subscribers appreciated. The bundling of products with broadband services during the online order process proved to be a winner. Customers liked the idea of a one-stop online shop. Broadband National found that the sell through rate of bundled D-Link product with new subscriber service orders was exceeding 50%. This rate of uptake contributed nicely to the bottom line as Broadband National saw their average revenue per sale increase approximately 30% overall on the blend of D-Link products they sold.

Broadband National also found that the additional operational costs to offer and deliver D-Link products were minimal. D-Link products are consumer friendly, and simple to install and maintain through installation wizards and set-up tools. D-Link also hosts a comprehensive online web support system (support.dlink.com) that is available around the clock for assistance and includes software and driver updates, a knowledgebase of common issues, quick installation guides, product manuals, and other support materials. As a result the additional burden on Broadband National’s support and customer care organizations has been insignificant.

Overall, the offering of D-Link consumer products has been so successful that Broadband National is considering expanding the product bundling to business customers as well. As they sell high speed and broadband services to businesses, they plan to offer business class products from D-Link such as 16 to 48 port LAN switches and Enterprise wireless access points.

PRODUCT FEATURES:
- High-Speed Internet Connectivity
- Always On, Always Connected
- DOCSIS® 2.0 CableLabs® CertifiedTM
- Ethernet or USB Connectivity

D-Link Products Offered By Broadband National:

DGL-4100  
BROADBAND GIGABIT GAMING ROUTER

DSM-320RD  
WIRELESS MEDIA PLAYER WITH DVD AND CARD READER

DCS-5300G  
HIGH SPEED 2.4GHZ (802.11G) WIRELESS INTERNET CAMERA

DVC-2000  
BROADBAND DESKTOP VIDEOPHONE

Call or visit the web address below for more information on the complete line of business products: www.dlink.com
877.528.7789

For more D-Link Case Studies visit:www.dlink.com/casestudy