

ANNA'S LINENS

“ We've been very pleased with our transition from a dial-up network to a managed private network from New Edge Networks. Our company experienced some of the biggest sales days in our history this fall, and we couldn't have done as much business as we did without this network in place. ”

Alan Gladstone ■ President
ANNA'S LINENS



Bye, Bye Long Lines!

Anna's Linens, a leader in discount bedding, bath, window treatments, and home decor, needed a better way to connect their 122 locations to each other and to a credit card processing system. Using dial-up, credit card transactions were taking as long as 45 seconds, causing long lines of impatient customers.

Dial-up also meant having to buy extra phone lines every time a location wanted to add a cash register. The dial-up network was slow, cumbersome, and expensive. Worst of all, it was wasting customers' time.

The New Edge Networks Solution

Anna's Linens chose New Edge Networks to provide a managed private network. The network was provisioned quickly and was easy to implement, especially with New Edge's top-notch customer support.

With the new technology, Anna's Linens cut their credit card transaction time from 45 seconds to three seconds. They were also able to remove between one and two phone lines from every store, cutting costs and improving scalability.

The new network also allows the company to control inventory more accurately, improve sales reporting, and implement on-demand stocking practices that save the company cash.

For a growing business like Anna's Linens (which plans to open 40 stores this year alone) being able to easily add new locations is crucial. With New Edge's nationwide network and service availability in over 2,600 markets, Anna's Linens never has to worry about service availability. The technology also guarantees that new location additions are seamless.

New Edge Delivered

- Increased daily transactions and improved customer service through reduction in credit card processing time
- Improved inventory control and on-demand stocking
- Scalability from a platform that allows the seamless addition of new locations to the network
- Reduction in costs through the elimination of one to two phone lines per store

Why New Edge Networks?

New Edge Networks, an EarthLink company, eliminates the inconvenience and complexity of managing multiple carrier relationships, technologies and geographies. We enable you to focus on your core business while we manage the broadband network infrastructure to stringent performance metrics. Our customers benefit from one seamless network, one provider and one point of contact.

Get Started

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