

# The Sleep Train, Inc.

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**Mark Tseu** : Director of Information Systems  
THE SLEEP TRAIN, INC.

As the largest mattress retailer on the West Coast, The Sleep Train required one seamless secure network infrastructure to support their 233 store locations. Recent acquisitions, including the 2002 purchase of 54 Mattress Discounters stores and the 2006 acquisition of the 55-store Sleep Country USA chain, had left The Sleep Train’s 1068 employees with a disparate network spread across seven providers.

## Network Challenges

With so many vendors to manage, the company’s IT department was plagued with complex billing and service-related issues. When a circuit was down or when the retailer needed service for a new store location, The Sleep Train’s first challenge was navigating through their many phone trees to determine their account manager du jour. Without truly dedicated account managers, The Sleep Train experienced an overwhelming lack of reliability and responsiveness. The retailer’s accounting department also struggled with managing so many bills and, specifically, verifying bill accuracy.

“I would spend days wading through the various bills we had from our multiple vendors trying to make sense of what we were being charged for,” recalls Marc Tseu, Director of Information Systems for The Sleep Train, Inc.

## Searching for a Provider

With the end of their existing telecom contracts in sight, The Sleep Train began the search for a new service provider that could handle all of its business needs. Specifically, The Sleep Train was looking for a provider that could reach all of its business locations affordably while delivering visibility into all of their network data and billing information. The Sleep Train considered several providers including the Telco giants. After speaking with EarthLink Business and hearing directly from some of their retail clients, the mattress company selected EarthLink Business to design and manage their company-wide network.

“We were looking for a provider that could service all of our locations at an affordable price point, while also providing network visibility and reporting capabilities,” recalls Tseu. “[EarthLink Business] was able to do this and they were very knowledgeable and responsive to our needs.

## The EarthLink Business Solution

EarthLink Business migrated The Sleep Train’s disparate circuits to a private MPLS network using a blend of T1 and business-class DSL access.



CASE STUDY

**SLEEP TRAIN**<sup>®</sup>  
MATTRESS CENTERS

### ► Challenges

Recent acquisitions left The Sleep Train with a disparate network spread across 7 providers. The company’s IT department was plagued with complex billing and service-related issues and found their existing providers to be unresponsive. The mattress retailer wanted one reliable provider that could connect its 233 store locations at an affordable price point.

### ► Solution

EarthLink Business migrated The Sleep Train’s disparate circuits to a private MPLS network using a blend of T1 and business-class DSL access. The retailer can also monitor network utilization and track trouble tickets online using MyEdge, EarthLink Business’s robust customer portal.

### ► Results

The Sleep Train’s scalable MPLS network performs better and provides the capacity to add locations and support its POS and Citrix applications. MyEdge also provided the retailer with the network visibility and reporting capabilities they were seeking. The retailer’s IT staff now spends far less time managing multiple vendors and resolving network issues, freeing up time to focus on key business initiatives.





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### ► Why EarthLink Business?

EarthLink Business 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.

The Sleep Train worked directly with a dedicated EarthLink Business project manager who coordinated the installation of The Sleep Train's circuits. This freed up The Sleep Train's IT staff to focus their efforts on a separate corporate initiative to relocate their data center.

"[EarthLink Business] came onsite to install circuits and did virtually all of the work. For many of our locations, we even had the same installer. We had never had this before and it was really nice to work with the same person that understood our business needs and could install our locations quickly," states Tseu.

The Sleep Train also gained the network visibility and reporting capabilities they were seeking. With access to MyEdge, EarthLink Business's full-featured customer portal, The Sleep Train now has 24/7 access to their vital network data and account information including order servicing, payments, trouble ticketing, and installation monitoring.

### What are the Results

EarthLink Business completed the upgrade to MPLS technology with T1 and DSL access resulting in far lower demands on The Sleep Train's IT resources without increasing their overall network costs. Today, The Sleep Train's MPLS network performs better and gives them the capacity to manage their full suite of applications including a point-of-sale system and Citrix ERP application, which are hosted remotely at their new data center. And, as The Sleep Train adds new business locations in the future, their network is now scalable.

Once plagued with managing circuits from multiple vendors, Tseu and his team now spend far less time managing the network and resolving issues, allowing them to focus attention on other pressing business matters.

"Issues that were once frequent and took 3-4 business days to resolve now rarely occur with [EarthLink Business], and when they do, they take hours, not days, to resolve." Tseu says. "Our MPLS network is extremely reliable and [EarthLink Business]'s outstanding customer service and customer portal have eliminated a huge drain on IT resources. I have worked with numerous telecom companies over the past 17 years and [EarthLink Business] is the best by far."



New Edge Networks and Deltacom have combined to form EarthLink Business