



an INFINIT<sup>e</sup> brand

# Large Internet Service Provider Calls on ShowMeCables for Bulk Cable Needs

A close-up photograph of a person's hand plugging a blue Ethernet cable into a network switch. The background is blurred, showing other cables and equipment.

**425K**

People Served

**2 Year**

Project Scope

**50+**

Orders of Bulk Cable

In 2013, a regional internet service provider (ISP) reached out to ShowMeCables to assist with bidding to supply a large U.S. city with wireless access. The company was in the last stages of the bidding process and sought to purchase high-quality cable that would be shipped without being damaged. ShowMeCables delivered world-class customer service, alongside the customer's cabling needs.

*"ShowMeCables has been the key to getting our businesses up and running quickly and efficiently."*

## THE GOAL

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Assist an ISP in administering numerous wifi access points across a major US city, using high-quality, low-cost cables with fast turnaround time.

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# HIGHLIGHTS

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Ultimately, the ISP chose ShowMeCables as their trusted partner. Here are a few reasons why we stood out among the competition:

**Quality** - The ISP needed quality cables at a fair price. They had asked multiple vendors for bids and had received quotes. However, those bids were for cables made with copper-clad aluminum, which would quickly need rewiring and would not constantly perform at top standards. ShowMeCables offered high-quality, pure copper cables that could perform efficiently.

**Low Cost** - Every bidding entity wants to get a good deal on products, but most don't want to skimp on quality. This is a fine line to walk. While ShowMeCables wasn't the least expensive bid received overall by the company, we were the highest quality at our price point.

**Fast Shipping** - The internet service provider was in the last stages of the bidding process and knew they would need their products fast. ShowMeCables shipped their order within 48 hours, much faster than other competitors.

# RESULTS

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The internet service provider placed their first order in July 2013 for 25,000 feet of cable. Today, they continue to call on ShowMeCables for their cabling needs, submitting over 50 orders between 2013 and 2019. We also provide the internet service provider with custom wall plates, zip ties, and other installation materials. ShowMeCables has earned a trusted partnership with this particular company because we go above and beyond for customers, offering purchasing support and quick shipping.