

PERFECTLY ENGINEERED FOR LONG-TERM SUCCESS.

Business Simple: A Phone and Internet Solution Designed to Bridge the Gap With Your Customers

A FOUNDATION TO KEEP YOUR BUSINESS **CONNECTED**

The most essential first step for any project is a solid foundation. In order for any skyscraper, hospital, or residential home to be constructed, a foundation must be in place. No one knows that better than QPK Design, an architectural and engineering firm based in Syracuse, NY.

For QPK, Northland's Business Simple bundle is their foundation and has been since 2010. The phone and Internet solution allows QPK to stay connected with their customers and create long-lasting business relationships along the way. Northland's dependability has created a sense of stability at QPK and has enabled them to grow.

"The dependable nature of the network is critical. Before making the switch to Northland, that network and dependability is something we looked very, very closely at," said Mike O'Shea, owner of QPK Design.

Business Simple is specifically designed to help Central New York businesses grow. The scalability and customized plans enable a company, like QPK, see continued success and longevity in CNY, and beyond. Northland is always looking for new ways to help their clients expand.

"We developed a customized plan that was very specific to us; reducing our costs and giving us just the services we need. Northland matched up well from a cultural standpoint, and understood that we didn't want to pay for something we didn't need," Mike said.

QPK has been utilizing Northland's network since 2010. Prior to making the switch, they experienced static during important business calls with clients, some of which dropped completely. It was an easy decision to switch their voice services to Northland, and Mike has enjoyed the partnership every step of the way.

Powerful Fiber Network & Dedicated Support

“So much effort was put up front. What Northland presented to us in the beginning has rendered to be 100% accurate and complete. There were absolutely zero surprises,” Mike said. “Exactly what was promised is exactly what we have received.”

The fiber network, which local Northland engineers install and maintain, gives businesses high-quality voice and data systems, to operate day-to-day tasks. CNY businesses can enjoy high bandwidth speeds, unlimited domestic calling, symmetrical upload and download speeds, and more.

“Our entire connection to the outside world is communication, whether it’s voice or Internet. We exchange large files constantly with our clients. They expect a rapid response from us. If our network systems are down, we’re really dead in the water. It’s vital to our customer service, our business and our day-to-day operations. Without a dependable connection, we can’t provide service to our clients,” Mike said.

With offices in Syracuse and Utica, **Northland boasts tremendous response times to all customers, no matter the issue.** Their knowledge of the local area ensures a precise, seamless integration into your office. Plus, as Mike explains, Northland makes it easy to work with them through efficient internal communication between the sales team and the service team.

“I think it speaks to the culture at Northland. It’s a team-level experience. Things don’t get strictly siloed between sales or service. I’ve never even noticed the difference between those two sides. I just know that on the rare occurrence I need to submit an issue, I pick up the phone, someone answers, and my issue is resolved,” he said.



We were so pleased with the sales and service teams with Northland, data connectivity and the quality of the network,” Mike said. He was also pleased with **Northland’s competitive pricing, which was a significant factor in the decision making process for QPK.**

“ It just felt like a **win-win.** ”

— Mike O’Shea,
owner of QPK Design

YOUR BUSINESS SOLUTION FOR **WHAT MATTERS MOST**

Satisfying customers is what matters most for both QPK and Northland. Mike said it best, "We're service providers. If you don't give a high level of service, your customers notice."

Northland's network allows QPK to communicate effectively with clients, rather than worry about dropped phone calls or slow Internet speeds. Like a foundation, these are things you don't worry about until something's wrong.

"When you don't have it, you realize how much of an impact it has on your staff, your organization and the ability to do your job. Sometimes we overlook the obvious and I think that is a mistake," Mike said.

The longevity of QPK and Northland's relationship has been built on trust, following through on promises, and exceptional service on both sides. When QPK asked about price increases, hidden fees, or slow Internet speeds, Mike gladly confirmed, "Much to our delight, none of those things have ever become an issue. And I'm speaking about a long period of time."

Don't overlook the obvious. Is your business missing something that's essential to meeting your bottom line, and your clients' needs? Make the switch to Business Simple to spend less time frustrated about limited connection, and more time effectively communicating with your customers, which leads to more sales and revenue. After all, that's what really matters most for your business, right?



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MAKING THE SWITCH IS SIMPLE.

Visit northland.net/simple or call **315-671-6260**