

# SHENTEL<sup>®</sup> business

## CASE STUDY



# Automatic

LEASING  SERVICE

### Industry

Professional Laundry Services

### Company

For over 70 years, [Automatic Leasing Service](#) (Automatic) has been helping customers find their perfect laundry solutions. They partner with property managers, apartment communities, housing authorities, colleges/universities and health care/retirement groups throughout Virginia, North Carolina, South Carolina and Maryland. Automatic provides the highest quality washer and dryer systems for multi-family apartments, condos, laundry rooms, hotels and higher education facilities. They help partners increase revenue with top-of-the-line equipment while providing preventative maintenance and exceptional responsive service.

### Shentel Business Solutions



Dedicated Internet Access  
Managed Services

### Business Challenge

At the Automatic Leasing Service branch in Bedford, Virginia, business was moving faster than the network could handle. The team struggled with a connection that was akin to the days of dial-up.

Security cameras were offline, alarm systems were unreliable, and basic tasks, like documenting a machine repair, took four times longer to log in the system than the actual physical repair. Employees were using cellular data on their company-issued devices to process repairs and orders, which kept timing out. The inefficient wireless service repeatedly cost the Bedford team time, not to mention the connectivity issues made it difficult to communicate with corporate staff and other employees located across Automatic's locations. For a company that has built its reputation on delivering fast customer service through fast responses and timely troubleshooting, these issues threatened Automatic's current and future credibility and trustworthiness.

Previous attempts made by other providers to boost connectivity through quick fixes, including WiFi boosters and antennas, did little to improve speed and ultimately failed to solve the underlying problem. To address these crippling issues, Automatic didn't just need a faster router, they needed a partner who would be honest about what it would take to scale.



## The Shentel Business Solution

The turning point came when Automatic reached out to Shentel Business. During the consultation, the Shentel team provided a level of honesty that built immediate trust. Rather than promising a fast, inexpensive and temporary patch, the Shentel representative provided a transparent response: in order to create the necessary speed, the building needed a dedicated fiber line for WiFi to operate effectively, which would require an upfront investment and a site build-out.

“They told us the truth,” said Maria Carreras, Chief Marketing Officer for Automatic Leasing Service. “They were very transparent that it wasn’t going to be cheap, but that we needed to do this in order for it to work. That transparency goes a lot towards building trust.”

To execute this vision, the Shentel Business engineering and construction team conducted a site survey and managed the installation of the direct fiber line, ensuring the site was fully prepared for high-speed delivery. Upon completion, Shentel Business implemented a 200Mbps **Dedicated Internet Access (DIA)** solution. This DIA product includes built-in DDoS mitigation, providing an essential layer of security and network protection against external threats. Shentel Business also deployed a comprehensive suite of **Managed Services** that complements the high-speed connectivity, including **Managed WiFi** for seamless branch-wide coverage, a **Managed Network** to enhance overall security, and a **Managed Switch** to optimize local traffic. Together, these solutions ensure the Bedford branch maintains consistent quality and speed while providing the team with real-time analytics and 24/7/365 support.

## Results

The impact was immediate. The team at the Bedford office was extremely pleased with the results. Tasks that previously caused frustration, like video calls, inventory management via Salesforce and large file emails, now happen instantly.

More importantly, the new connection allows Automatic to scale. With a reliable fiber backbone, the company can push more administrative and operational activities to the branch level, reducing the need to handle everything from the Richmond headquarters. This shift saves on fuel, payroll and time. It also allows the Bedford team to focus more on customer service.

Today, the partnership between Automatic and Shentel is defined by reliability.

“It’s been seamless ever since,” Carreras shared. “Their response time and transparency are exceptional. It is refreshing to work with a team that is so upfront and good to work with.”

By prioritizing a long-term infrastructure solution over a temporary fix, Shentel Business have empowered Automatic Leasing Service to continue their longtime legacy of excellence with the speed of tomorrow.

“At Shentel Business, we pride ourselves on being more than just a provider. We are a dedicated solutions partner for the businesses and communities we serve. We believe that better connectivity is better for business, driving the efficiency and scalability needed to thrive in today’s digital economy,” said Glenn Lytle, Senior Vice President of Commercial Sales, Shentel Business. “Our goal is to provide the infrastructure that allows our clients to grow without limits.”

*“Their response time is exceptional. I called our representative, Beth, and she immediately called me back to get the process started. The Shentel Business team was incredibly transparent and honest with us from the very beginning. They told us the truth that the work wouldn’t be cheap, but it was exactly what we needed for the service to function. That level of transparency goes a long way in building trust, and it is refreshing to work with a team that is both upfront and highly responsive.”*

— Maria Carreras, Chief Marketing Officer for Automatic Leasing Service

### Key Benefits:

- **Network Speed:** Dedicated fiber line drawn into the building for optimal speed and connectivity
- **Managed Services:** Managed WiFi, Network and Switch backed by 24/7/365 NOC support
- **Operational Efficiency:** Lightning fast WiFi enabling seamless business operations
- **Scalability:** 200Mbps DIA capacity that meets current needs, with fiber technology allowing for rapid added capacity as business needs increase
- **Reliability:** Network speed and reliability elevates response times and repair processing times for customers and increases internal communications capabilities with staff

To learn more about additional Shentel Business solutions, visit [shentelbusiness.com](https://shentelbusiness.com)



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