

**Your business.
Your solution.**

Radiant connects customers' networks coast to coast with Purolator



Company name:

**Radiant
Communications
Corp.**

Locations:

**Vancouver, BC
Toronto, ON**

Industry sector:

**Technology and
Telecommunications**

Company profile:

Radiant Communications Corp. is Canada's largest independent provider of Broadband Solutions for Business™ with customers coast to coast connected to its high-speed backbone. In addition to broadband internet access, the company offers managed network services that connect individual business locations to head office and each other in a secure, high-speed environment, as well as business-class Voice Over IP (VoIP) solutions.

Business situation:

As a growing business, Radiant needed to ensure the hardware its customers across Canada and into the U.S. use to connect to the Internet reaches them quickly, cost-effectively and undamaged. Using smaller companies didn't provide the reach or reliability Radiant wanted.

Solution:

By moving its business from smaller carriers to Purolator, Canada's largest courier company, Radiant saves money, and gets its high-tech equipment safely to more customers when they need it, whether that's by 9AM or 10:30AM in emergencies, or one to three business days for less time sensitive packages.

Benefits:

- Coast to coast network of customers are easily reached by Purolator
- More next business day 9AM guaranteed* deliveries to more destinations across Canada than competitors means Radiant can get hardware to customers fast
- Radiant saves money using ground deliveries to locations across Canada
- Return and tracking system makes equipment returns easy for customers
- High tech equipment safely handled

Summary

Founded in 1996, Radiant Communications Corp. connects businesses with multiple locations across Canada to a reliable, cost-effective high-speed network. As a growing business that needs to serve customers coast to coast, Radiant was looking for a reliable and cost-effective courier service provider that could effectively deliver its hardware at the rapid speed of today's business.

Company profile

Radiant Communications Corp. provides businesses with high-speed, broadband Internet connectivity, virtual private networks (VPNs), and other broadband solutions including secure debit/card card processing, and VoIP. Since 1996, Radiant has been active in the Internet space, and today, has emerged as one of Canada's leading providers of advanced IP-based data communications and broadband solutions.

The company specializes in helping businesses harness the power of the Internet for business. Customer solutions range from simple high-speed connectivity to the Internet, to higher bandwidth applications, such as high-speed secure debit or credit transactions in the retail market and business-quality Digital Voice services.

Radiant is the only company in Canada to provide true coast-to-coast broadband access for businesses, with more than 10,000 business customers in Canada and the United States; served by staff in offices in Vancouver, Toronto, Montreal, Calgary, and Edmonton.

With a focus on meeting demands for secure, high-performance nationwide IP networks, Radiant connects remote locations, stores and head offices together on corporate networks. Radiant has built an impressive customer list that includes not only large

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multi-location retailers such as Wal-Mart, HDS Retail, 7-Eleven, Burger King, Forzani, Blacks Photo and lululemon but also smaller service-oriented businesses that might have fewer than 10 locations.

"We are Canada's largest independent provider of broadband solutions for business," says Patrick Jones, Radiant Director of Customer Care. "We provide high-speed broadband Internet connections to businesses from Halifax to Victoria, and provide managed network services for companies with multiple locations to provide visibility, redundancy and secure connection to key applications such as debit/credit card processing, inventory management, and Voice Over IP."

Purolator's network extends to major centres and rural areas across Canada, while offering a range of delivery options that Radiant can select according to customer expectations and requests.

The company's vision is to provide exceptional customer experiences and custom solutions to make Radiant the right choice for businesses of all sizes in Canada. That vision has translated to quarter over quarter growth of more than 11 per cent. And, Radiant's managed services business grew 33 per cent from 2006 to 2007.

Challenges & Solutions

With a growing customer base, Radiant started looking for a more cost-effective way of shipping its modems, routers, switches, and VoIP phones to customers. When it started in business, the company leveraged smaller carriers to deliver its technology but found these providers were simply acting as middlemen and giving its packages to someone else to deliver.

This process not only added to the delivery time as packages were transferred from one courier service provider to another, but also added cost. In addition, Radiant lost control of its deliveries as packages were handed from one company to another, and were unable to track the deliveries during these hand-offs.

Radiant decided to take the direct route and use Purolator, Canada's largest courier network, to connect with its customers coast to coast.

"We decided to cut out the middleman, which saves us time and money. Every dollar we save goes to our bottom line which is good for business," Jones says.

Whether shipping network configured routers to a 7 Eleven store in BC, a Voice Over IP phone to a law office in Ontario, or a modem to a retailer in Nova Scotia, using Purolator means customers get the hardware they need, when and where they need it, along with increased visibility and the reliability Radiant wants.

Large networks connect customers

The move to Purolator has been a positive experience for Radiant's customers. Purolator's network extends to major centres and rural areas across Canada, while offering a range of delivery options that Radiant can select according to customer expectations and requests.

For Radiant, excellence in customer service is critical. "Everything from our customer service desk to the way we ship our packages, we care about how we deliver all services to our customers. To be the best, we've aligned with the best suppliers out there," says Jones.

Jones adds that by using Purolator's guaranteed* next business day 9AM or 10:30AM delivery service, Radiant can get hardware to customers in an emergency as early as possible in the morning, all across Canada.

"Our business is about our network and by working with Purolator we access a superior distribution network," says Jones. "With

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Purolator, we can reliably ship to customers quickly whether they are in large centres or small communities. And, Purolator delivers more cost effectively, which is always important in business.”

As a publicly-traded company, keeping an eye on costs is important to maintaining shareholder value, and by cutting out the middleman in the previous distribution chain, Radiant is saving money which is good for business and customers.

By using Purolator’s guaranteed* next business day 9AM or 10:30AM delivery service, Radiant can get hardware to customers in an emergency as early as possible in the morning, all across Canada.

On track to see delivery status

With Purolator’s online tracking system, Radiant knows where its packages are at all times, and it can monitor a shipment’s progress towards a customer site to keep customers apprised of pending deliveries. The company enters tracking data into the inventory management system to allow everyone to see those details, including customer service reps who can go online to see the time stamp of when a specific package arrived.

“Purolator has such great network, we can reach any customer in Canada and track our packages every step of the way,” says Jones.

This type of visibility is important to Radiant, as it needs to keep customers informed of impending deliveries, and keeps customers happy by knowing exactly when replacement equipment will arrive.

Customer returns made easy

When a piece of equipment fails and requires replacement, Radiant has its customers send the equipment back to their offices using a pre-printed waybill.

“It is really easy for a customer because all they have to do is affix our waybill on the package and call Purolator,” says Jones, noting that getting back equipment means Radiant can send it back to the manufacturer and often get a replacement for its inventory. This helps the company bottom line by keeping on top of replacement units and maintaining inventory levels.

“If we didn’t have such an easy return and tracking system, things could go astray,” he says, noting that from an inventory management point of view the company needs to track equipment replacements and product returns. “Every dollar counts towards the bottom line and if we can return products to our partners, it is money coming back to us.”

This easy return practice allows Radiant to focus its attention on its core business, rather than worrying about inventory returns. The pre-printed waybill system with Purolator speeds returns and allows Radiant to get replacement units from hardware providers easier than ever before.

Purolator’s retail site eases emergency shipments

With Radiant’s Vancouver office located next door to a Purolator Shipping Centre, the company can take advantage of a late pick up if a customer calls late with an emergency.

“We have run last minute equipment out to the retail outlet and gotten it delivered the next day. This keeps our customers happy,” says Jones, noting that as a business that sends out anywhere from 10 to 50 packages a day, there is peace of mind that hardware is getting out to customers when and where they need it.

Being able to respond quickly to customers in an emergency equipment failure is critical to customers and a business focused on providing the highest levels of customer service. With Purolator’s helpful staff and retail location nearby, Radiant can easily get equipment out to customers, even when the regular scheduled pick up has passed.



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High tech gear arrives intact

While modems and routers come with extensive packaging, it is critical that a courier company handles every high tech device with care. Radiant is confident that Purolator handles its hardware professionally to minimize potential damage in transit.

By entrusting its expensive equipment to Purolator, Radiant knows packages arrive in tact, eliminating potential delays in getting a network up and running ... and that keeps customers happy.

The future

With growing business in the United States, Radiant is working with Purolator to provide American customers with the same flexible delivery services where and when they need them and the ease of use, pre-printed waybill system that eases product return from Canadian customers.

"When our customers need to return equipment in Canada, they simply use the waybill we sent them with the replacement equipment and call Purolator for pick up. It is very easy," says Jones. "We are looking to implement as easy a system for our U.S. customers."

For more information about how Purolator can partner with your organization to exceed your customer's expectations, call a Purolator Representative today at **1-888-529-9777**

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