



Alphi Apparel maximizes productivity and manages expenses with the help of Bell.



Alphi Apparel is a family business that has been designing and distributing men's clothing to small retailers throughout Canada and the United States since 1991. With a staff of 25 employees, the clothing company produces a product line that features well known brands.

### The need.

For a clothing distributor like Alphi Apparel, quick responses to customer requests is vital to stay ahead of the competition. With their previous wireless providers, the business did not have the overseas coverage it needed to stay connected and serve customers quickly, particularly when staff travelled to Asia to assist with product design. "When you have to take care of something as soon as possible, you need to know your phone will work," said Jonathan Knopp, Director of Product Development at Alphi Apparel.

In addition to issues with an inconsistent network, the company's employees each had individual mobile plans with different carriers, which made managing mobile costs difficult.

Alphi Apparel needed a wireless solution partner that could provide them with the reliable coverage they needed to keep business running smoothly, and tools to help the company gain better control over operational expenses.

### The solution.

Alphi Apparel switched to Bell, consolidating wireless services for their employees with a single carrier. Each team member picked their own smartphone from Bell's great selection of mobile devices. With Bell, Alphi Apparel now has access to extensive coverage, including Canada's largest LTE network<sup>1</sup> and global coverage in more than 200 countries<sup>2</sup> around the world.

## Why choose Bell?

### Canada's largest LTE network.<sup>1</sup>

We cover over 31 million Canadians from coast to coast, keeping your business connected wherever work takes you.

### Ranked #1: Canada's fastest mobile network.\*

With the Bell network, you can upload and download with blazing-fast speeds – helping your team keep pace with the speed of business. And we keep getting faster. We are rolling out the next generation of mobile technology, LTE Advanced, in communities across Canada. Visit [bell.ca/network](http://bell.ca/network) for details.

### Innovative solutions.

Maximize productivity with best-in-class solutions from Bell. Communicate instantly with your team using Push-to-talk (PTT), discover solutions to minimize paperwork, track your fleet and more.

### Advice you can trust.

Our team is focused on working with you to tailor a suite of solutions that meet the unique needs of your business. Our experts will recommend ways to make the most of your mobile investment.

\* As ranked by PCMag.

## The result.

Since switching to Bell, Alphi Apparel has access to the network they need when travelling overseas. "Before, I never knew if my phone was going to work when I was travelling. Now with Bell, I know it will work," said Knopp. Plus with Bell, Knopp says that managing roaming costs is simple. "I can easily add a travel package to my phone before I get on the plane."

Now that all of their mobile devices are with Bell, the company is able to optimize mobile costs with a small business Shareable plan. It's also easier for management at Alphi Apparel to monitor expenses with the MyBell online tool. "I can log in to see the usage trends of my team and the totals for the month. I know what my bill is going to be every month with Bell," said Knopp. He checks his teams' data and minute usage often and contacts employees that are approaching their limits to prevent additional costs.

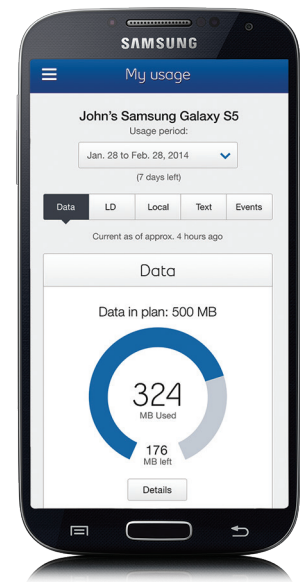
Alphi Apparel installed productivity apps on each of their mobile devices to help the team work together more efficiently. With fast data speeds from Bell, apps run smoothly and transfer information quickly. When a salesman is at a trade show interacting with customers, he can ask his colleagues at the warehouse to send information about inventory, pictures of clothing, and price lists using a file sharing app. Then when the salesman closes the deal, he can use the app to send back order confirmation to begin processing instantly.

"What sets us apart from other companies is that clients can submit orders quickly and we can provide product within 24 hours," said Knopp. "Connecting with our customers quicker is a significant competitive advantage."

Alphi Apparel trusts Bell for the solutions they need to take their business to the next level. "Whenever I look for new technology, I look to Bell because they are reliable," said Knopp. "They know what they are doing and we can depend on them."

## Alphi Apparel maximizes operational efficiencies with Bell.

- Stays connected to customers while working in Asia with international coverage
- Improves productivity with file sharing and scheduling apps
- Manages data and voice usage with MyBell
- Optimizes mobile expenses with a Bell Shareable plan



Does your business encounter similar communication challenges? For more information about wireless solutions and how we can help, visit a Bell store or call 1 855 272-0776.

