

# Pool and Landscaping Business Cultivates New Growth Through SBC Broadband Communications

## Productivity Flourishes as Decorative Water Gardens & Landscapes Adopts High-Speed Internet Services

### CHALLENGES

Antonio Aparicio established *Decorative Water Gardens & Landscapes* over ten years ago, to fulfill his dream of creating attractive, well-sculpted ponds for homeowners and businesses throughout the Oklahoma City area. The small business venture has now developed into a successful company that not only builds small water gardens, but also constructs large-scale pools and landscapes.

Building on its core mission of providing customers with “a change in lifestyle,” *Decorative Water Gardens & Landscapes* has grown into a thriving business with 20 employees, a project lead time of five weeks, and the addition of a new retail showroom.

With a larger payroll and an ever-expanding customer base, Aparicio knew that he had outgrown his current office location and communications capabilities. He felt it was time to initiate some office changes and upgrade his Internet and phone capabilities.

### SOLUTION

In March 2005, Antonio Aparicio began to use a broadband SBC Yahoo!® DSL connection and an unlimited long distance calling plan. The high-speed connection and affordable phone rates are imperative to the staff's daily business functions at *Decorative Water Gardens & Landscapes*.

“Never before were we able to conduct such quick and efficient communications,” said Ryan Hodges, general manager, *Decorative Water Gardens & Landscapes*. “Now, with SBC Yahoo! DSL, I am able to promptly respond to customer e-mail requests, contact employees in the field via text messaging, and sustain an informative and interactive website.”

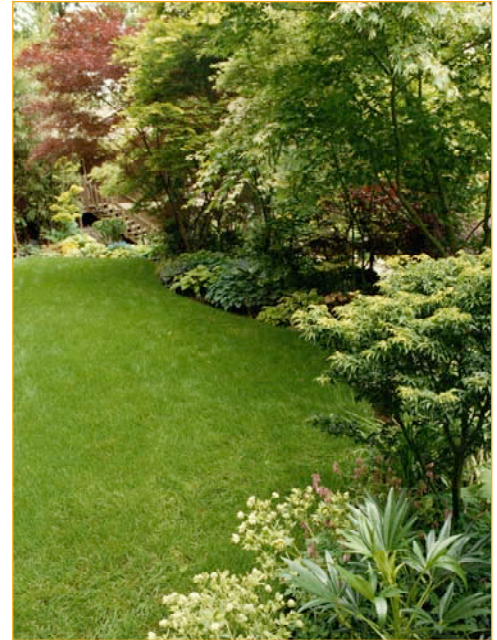
Aparicio and his employees use the broadband service to send and receive high-quality color images of pool and landscape designs via e-mail, a process which had never been possible with the existing phone services and Internet connection. The broadband connection also enables the staff to build and maintain an extensive website, track and order inventory, process billing documents, and communicate immediately with clients and vendors. The unlimited long distance also allows for easy and inexpensive communications between *Decorative Water Gardens & Landscapes* and their out-of-state vendors.

### RESULTS

Aparicio noted that the expansion of his business has been greatly enhanced through SBC companies' advanced capabilities. The services have enabled Aparicio and his staff to branch out and reach customers via several channels, including the Internet. The services have also helped him save hundreds of dollars in long distance telephone costs in less than a year. The ability to quickly send and receive e-mails with high-resolution photo attachments has improved customer service and satisfaction.

Aparicio said that SBC companies made the implementation of online processes easy and affordable.

“We needed a provider that could deliver advanced services at a competitive price, and we have definitely found that with SBC companies,” said Hodges. “They really want to work with you and strive to find the best option to fit your needs. I am very thrilled because they have provided superior services, tailored to fit our business, at an exceptional value.”



“Never before were we able to conduct such quick and efficient communications.”

**Ryan Hodges,**  
General Manager,  
*Decorative Water Gardens & Landscapes*

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