



# Cox Leverages CableFinder

*–the first cable serviceability tool of its kind in the industry—to make big business gains.*

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- JOHN MUSCARELLA, SENIOR DIRECTOR OF SALES AND CHANNEL PROGRAMS, COX BUSINESS



CableFinder, the cable industry’s most accurate cable serviceability tool, announced today that –through its partnership with Cox Business –the national business internet provider has been able to drive growth for itself and its partners. Through automating pricing on Cox Business’ internet product, CableFinder has made a substantial impact on the provider’s ability to service partners and their customers. The tool has also increased speed-to-sale for ClearConnect –a technology con-sultant servicing businesses’ internet and voice needs.

“CableFinder is the only tool that has been able to automate our paperwork. CableFinder has a lot to do with our ability to speedily and accurately serve businesses,” said John Muscarella, senior director of sales and channel programs, Cox Business.

The ultimate cable serviceability tool, CableFinder launched in 2019 and gives agents unmatched accuracy for serviceability while simplifying the process of qualifying, quoting, and contracting for cable services.



"I love CableFinder. It has been a lifesaver –especially for selling Cox because we're able to one-call close opportunities. We can see serviceability, generate paperwork, and save a ton of time on deals. It's just so simple. You plug in an address, you see serviceability, pricing, and everything all in one spot. It's a simplified approach to selling," said Dustine Polizia, sales and partner manager for ClearConnect.

CableFinder offers features such as multi-site search and the ability to search for cable, fiber, and broadband serviceability –all in one tool. The solution allows for pricing configuration and quote generation within the tool itself –giving agents the option to choose coax pricing as well as major cable company products. CableFinder then applies the most current discounts available and generates a quote with custom user information –giving agents a PDF in a matter of seconds.

"CableFinder is a game-changing tool for Intelisys and our sales partners. With serviceability to order within minutes, CableFinder has decreased the turnaround time for our presales process exponentially –allowing for a fast, easy partner experience and a higher volume output for us and our sales partners. This tool has revolutionized the cable experience in the channel," said Jodi Williams, cable program director at Intelisys, a ScanSource company.

In an era where "connectivity is dead" is a phrase channel partners often hear, Innovative Business Solutions insists there is nothing further from the truth. The success of CableFinder for Cox Business and its partners is just one element of proof. "Connectivity is the only way to the cloud," said Shane Fugazy, vice president of sales at Innovative Business Solutions. "Partners just needed a way to simplify how to order and process connectivity deals," added Fugazy. CableFinder does just

## About CableFinder

CableFinder is a revolutionary serviceability tool with automated, self-enabling quote and contract capabilities. The tool collapses disparate systems into a unified application that directly impacts the ease of doing business with a cable provider and gives partners a competitive advantage. Today, CableFinder has helped over 1,000 users solve a real-world problem for selling cable with over half a million searches processed in the last year. To learn more about becoming a CableFinder user, head to [www.cablefinder.net](http://www.cablefinder.net)

## About Cox Business

The commercial division of Cox Communications, Cox Business provides voice, data, and video services for more than 355,000 small and regional businesses nationwide, including health care providers; K-12 and higher education; financial institutions; and federal, state, and local government organizations. The organization also serves most of the top-tier wireless and wireline telecommunications carriers in the U.S. through its wholesale division. For more information, please visit [www.coxbusiness.com](http://www.coxbusiness.com).