

## **Comcast Business Technology Empowers California Small Business to Compete with Big Name Brands**

*Direct Appliance using combination of fiber internet and Comcast Business Mobile to spur more sales and ensure customer satisfaction*

**MODESTO, CALIF. – OCT. 9, 2023** – [Comcast Business](#) today announced that it is providing [Direct Appliance Flooring & Home](#) (Direct Appliance) with [Comcast Business Internet](#) and [Comcast Business Mobile](#). The combination of these solutions has enabled the expanding small business with the tools it needs to manage its operations more effectively, ultimately helping it to stand out from its competitors.

Founded in 1995 as a family-owned store with a mission of, “something simple, but with quality that meets the needs of Modesto,” Direct Appliance has evolved significantly from its beginnings. Today, Direct Appliance has two showroom locations – one in Modesto and one recently opened location in Jamestown – and offers complete, functional rooms that serve as a valuable resource for local designers, builders and contractors. The showrooms allow customers to test working appliances set in lifelike kitchen environments.

Despite Direct Appliance’s evolution over time, the essence of the company remained rooted in its original vision for quality and community, emphasizing personal service and hometown values. To help ensure continued quality service for its customers, Direct Appliance knew that in addition to scaling operations at its growing number of brick-and-mortar locations, it would need to expand its e-commerce presence to better compete with big box businesses, both in Modesto and across the state of California. Comcast Business offered the ideal mix of technology solutions for Direct Appliance’s operations, both online and in physical storefronts.

“Comcast Business has been a game-changer for us, as its solutions are capable of supporting not only our online pricing and ordering systems, but also members of our staff who work in our showrooms and who travel across California delivering and installing our products,” said Kristofer Winter, president of Direct Appliance. “Thanks to the speed and reliability of our connection, and the flexibility of our mobile solutions, we’re able to focus on what we do best – creating quality experiences for our customers.”

Comcast Business’ technology solutions provide the connectivity that Direct Appliance staff needs on the ground to deliver quality customer experiences. The connection seamlessly supports the Direct Appliance team’s internet use at showroom locations – a critical operational component, since Direct Appliance’s tags for its products are digital and require reliable bandwidth to access and review. Additionally, Comcast Business Mobile gives Kristopher and his teams the flexibility to connect with each other and customers whenever they need.

Simultaneously, the internet connection provides a framework to support Direct Appliance’s plan to put more emphasis on its digital retailing. The internet connection offers the bandwidth and speed needed for Direct Appliance to help keep its website and e-commerce platform up and running, as well as to help effectively manage customer orders and inquiries.

“Small businesses are the beating hearts of their communities, helping to spur economic growth and diversity,” said Jacob Mitchell, vice president of sales and marketing for Comcast’s California Region. “Comcast Business’ technology solutions are a perfect match for businesses like Direct Appliance, as we can meet their immediate needs but also work with them to scale our support as they grow their operations.”

### **About Comcast Business**

Comcast Business offers a broad suite of technology solutions to keep businesses of all sizes ready for

what's next. With a range of offerings including connectivity, secure networking, advanced cybersecurity, and unified communications solutions, Comcast Business is partnering with business and technology leaders across industries and integrating Masergy, a leader in software defined networking, to help drive businesses forward. Backed by a next-generation network, Comcast Business has been recognized for its growth, innovation, and leadership in global secure networking.

For more information, call 800-501-6000. Follow on Twitter @ComcastBusiness and on other social media networks at <http://business.comcast.com/social>.

#### **About Comcast Corporation**

Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company that connects people to moments that matter. We are principally focused on connectivity, aggregation, and streaming with 57 million customer relationships across the United States and Europe. We deliver broadband, wireless, and video through our Xfinity, Comcast Business, and Sky brands; create, distribute, and stream leading entertainment, sports, and news through Universal Filmed Entertainment Group, Universal Studio Group, Sky Studios, the NBC and Telemundo broadcast networks, multiple cable networks, Peacock, NBCUniversal News Group, NBC Sports, Sky News, and Sky Sports; and provide memorable experiences at Universal Parks and Resorts in the United States and Asia. Visit [www.comcastcorporation.com](http://www.comcastcorporation.com) for more information.

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