



PMG Ventures continues to  
build its business thanks to  
**AT&T Dedicated Internet  
and AT&T Office@Hand**

- **Business needs** - Enhanced bandwidth to support demanding design and manufacturing processes, as well as flexible working arrangements for staff when COVID-19 spread to the U.S.
- **Networking solution** - AT&T Dedicated Internet and AT&T Office@Hand Services deliver robust connectivity and the highly reliable phone, fax, messaging, and conferencing systems employees need to work remotely.
- **Business value** - The agility, power, and convenience staff need to communicate, collaborate, and continue to satisfy their customers.
- **Industry focus** - Metal and glass fabrication
- **Size** - \$15 million annual revenue

## About PMG Ventures

PMG Ventures, Inc. is an Atlanta-based custom designer, fabricator, and manufacturer of food shields for restaurant equipment dealers and food service consultants. It is the parent company of Premier Metals and Glass, Premier Glass Products, and Vectra Glass. PMG Ventures has established long lasting customer relationships through responsiveness and on-time delivery of custom projects and stock orders.

## The situation

With the arrival of COVID-19 in the U.S., demand for PMG's sneeze guards and safety glass skyrocketed. At the same time, PMG was launching a new company, which increased the demands on its voice and data networks. PMG required better ways to communicate effectively and safely across a multi-facility environment. Officials began looking for a vendor to deliver the solutions as quickly and seamlessly as possible.

## Solution

High-performing AT&T Dedicated Internet service delivers all the bandwidth—at the ultra-fast upload and download speeds—that PMG Ventures’ architects, designers, and fabricators need to produce their custom products. The company also uses AT&T Office@Hand. This flexible, cloud-based solution gives staff the voice calling, fax, text messaging, audio and video conferencing, and collaboration tools they need to be productive in the office and at home.

## From sneeze guards to specialty glass

Entrepreneurs see the world differently. Where most people see problems, they see opportunities. While many business owners follow a narrow path to success, entrepreneurs strike out on the road less traveled. Alex Mazingue, CEO and Chairman of PMG Ventures, launched his first business as a freshman in college. It was a consultancy firm that became so successful that he sold it to a Fortune 25 financial services firm.

Mazingue’s background in physics, math, computer science, and business—coupled with his confidence, determination, and vision—have enabled him to launch several other successful enterprises. Today he pours much of his passion into PMG Ventures, a company that manufactures custom countertop equipment. This includes adjustable food shields, sneeze guards, and displays. Most recently he’s focused efforts on the development of Vectra Glass, a specialist in digital ceramic printing for architectural glass. He works directly with architects and designers to implement their vision.

Under Mazingue’s leadership, PMG Ventures has become the parent company of 3 successful operations. Premiere Metals and Glass is a custom fabricator for foodservice equipment. Premier Glass Products creates custom glass products for the hospitality and retail industry. Vectra Glass makes high-end, custom-printed glass panels for architectural applications. Digital fritted glass is a new technology. By fusing ceramic ink directly into the glass, it makes it extra durable, UV-resistant, and easy to clean. It’s used in architecture to cut glare, lower cooling costs, and give buildings a distinctive look. It’s also used as accent “art” in interior designs.



The company that began more than 40 years ago under a stairwell operates today from multiple locations totaling 60,000 square-feet in Atlanta. It is committed to providing quality, service, and value to customers.

## Increasing demand as the pandemic spread

Mazingue began running PMG Ventures at a time when the industry was undergoing a seismic operational shift. The intricate and laborious processes of design, engineering, and fabrication were moving from analog to digital. “Developing product libraries is complicated because our glass is not just a piece of glass,” Mazingue said. “It’s not just a fixture. It’s an appliance. It has electrical, heating, and light elements that showcase different kinds of foods. For example, the last thing you want is blue lights over what we call a hotline, so we have to calibrate the color-rendering index. Our products have a lot of different options. They showcase the food, not the sneeze guard.”

These choices required the company to develop base packages that designers and engineers can easily incorporate into digital blueprints. To share these enormous files and the company’s large and detailed product catalogs, however, required robust connectivity. And as PMG was looking for ways to augment its bandwidth, Mazingue was introducing Vectra Glass.

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**Alex Mazingue**  
CEO and Chairman of PMG Ventures

“I guess it’s the serial entrepreneur in me, because as this was going on, I happened to be launching a ceramic glass printing business where we’re able to print anything on glass,” he said. He was about to introduce the business when it became clear that COVID-19 would disrupt all PMG Ventures’ operations.

At a time when he wanted to send employees home to protect them from the virus, demand for his sneeze guards and other custom protective solutions hit the roof. Mazingue began looking for ways to meet the growing demand while keeping the companies’ 75 employees safe during the pandemic. “The need for bandwidth was critical,” he said.

## Speed and reliability make a difference

From concept to engineering to fabrication, PMG is there every step of the way for its customers. To maintain its high levels of customer care, the company chose AT&T Dedicated Internet service. The service delivers the speed that PMG’s employees need to stay connected to their customers and to one another. The highly reliable service is built on a core network that has multiple layers of redundancy to greatly reduce the chance of an outage.

The dedicated service is not oversubscribed like typical broadband networks and features 24/7 network monitoring and technical support from AT&T Business. It easily supports the demands PMG’s employees place on the network. “Take a look at the type of work, and the scale of the images that we’re dealing with,” Mazingue said. “We’re talking about image files that are 10, 15, 20 gigabytes in size. Some of these are designs the size of a skyscraper. We have huge data

sets that are coming online. That's why we need the technology."

Blueprints from architects are sent to PMG Ventures, where the engineering staff finish the layout. Production drawings are sent to the fabrication floor and then exported to Premier Glass Products for production. "That's all done via AT&T and sent directly to the floor to be digitally cut with CNC (computer numerically controlled) machines," Mazingue said. "There's no error, there's no data entry, none of that. We knew with AT&T Business we would get what we asked for."

Mazingue expects AT&T Dedicated Internet service to provide several important benefits. "I think the biggest benefit is going to be having those AT&T dedicated lanes to transfer the files that I was talking about," he said. "That's going to be a big, big difference for us."

## Improved collaboration

PMG Ventures also replaced its analog phone system with AT&T Office@Hand, an easy-to-use collaboration system that provides calling, fax, messaging, video conferencing, and desktop and file sharing tools. The flexible cloud-based Voice over IP (VoIP) solution enabled staff to work efficiently at home after COVID-19 caused many workplaces to close.

The solution soon proved to be light years more sophisticated than a VoIP system the company had tried and rejected a few years ago. "We did not have any success with it," Mazingue said. "It was a situation where we felt like we had to dial 50 numbers just to reach somebody in the office next door. We were getting dropped calls. We ended up going back to our analog system."

AT&T Office@Hand offers Mazingue's businesses a number of features that analog systems can't provide, including the ability for staff to route and receive business calls virtually wherever they're working. While most of his employees are in Atlanta, Mazingue spends most of his time in Louisiana. He believes AT&T Office@Hand will make it easier for all his employees to collaborate.

"Our workforce is getting younger," he said. "Having them in the office is important, especially early on when we're doing training. But I've always worked remotely, and I want them to have that same flexibility that I have. I don't care if you work nine to five, I just want to make sure that your customers are well-served. If you're doing that from your couch, I don't have a problem with it."

## Support for remote workers

The company's infrastructure did not support remote workers in the past. "The pandemic kind of forced us to take that leap," Mazingue said. "And it's worked out fine. We haven't had any problems with people not working. We haven't had any complaints from customers. I just got an email this morning from one of our customers thanking us again for the level of support that our sales staff gives them."

He believes the company will continue to support remote workers even after COVID-19 passes. "I don't think we'll be going back. I think it's important for us to have a certain level of engagement within the physical office. Throughout the pandemic, we still had a Friday afternoon Happy Hour, so maybe that's the only time that all will come up to the office."

Even though the companies are growing, his staff's ability to work easily from home means that Mazingue probably will not need as much new office space as he had anticipated.

## Cohesive environment promotes agility

AT&T Office@Hand enables all Mazingue's companies to operate virtually seamlessly. "Being on the same phone system creates a more cohesive environment," he said. "I like the employees being able to talk directly without having to always go through more formal channels. As quickly as we need to turn things around, using the phone is so much easier and makes us more agile."

He's excited about a feature that lets him talk to his business partners as if they were right next to each other. "There's something nice about just being able to intercom someone without using that mobile device that you have in your pocket all the time," he said. "Working on a traditional desk phone provides a different level of engagement."

Using a desk phone makes it easier for Mazingue to do business. "People don't have to call my cell. Just having this phone makes me feel like I'm in the office," he said. It also makes it a simple matter for customers to reach him. "Right now I'm the only point of contact for Vectra," he said. "If someone calls Vectra, it rings on my desk in Louisiana, not my print room in Atlanta."

## A relationship for today and the future

He appreciates the speed with which AT&T Business deployed AT&T Dedicated Internet service and AT&T Office@Hand. "It was really great," Mazingue said. "We'd originally not made the right selection or package, and we had a change order. That usually means going through a lengthy process. We were originally okay with that timeline, but the timeline got reset as this COVID thing was happening."

He was impressed that AT&T Business was able to make the changes and deploy the services rapidly.

"It wasn't even five business days. It was pretty quick," he said.

He's pleased with the support he gets from his AT&T Business account team. "We had some questions about some of the equipment—which wasn't even provided by AT&T," he said. AT&T Business was able to point us in the right direction. And just today, I needed to get a mobility question answered. I was having a hard time with the website, so I didn't waste any time on it. My account rep was already on top of it."

Like most entrepreneurs, Mazingue is usually thinking about his next projects. The relationship he has built with AT&T Business is certain to continue to grow as he launches future ventures.