

# Connect, collaborate, and tow

- **Business needs** - A way to facilitate emergency response and other customer interactions.
- **Networking solution** - Dedicated internet service and cloud-based voice, fax, and messaging system improve communication among customers, dispatchers, law enforcement officers, and tow truck operators.
- **Business value** - Highly reliable and secure tools enable Fast Tow to assist motorists quickly following accidents or vehicle trouble.
- **Industry focus** - Transportation
- **Size** - 2,500 tows per month

## About Fast Tow Wrecker Service

Fast Tow Wrecker Service is owned by the Rash family, which has been in the towing business for four generations. The family's goal for Fast Tow has always been to bring professionalism to the industry. Fast Tow is a City of Houston Tow & Go contractor and works with Houston TranStar, which manages the state's transportation system.

## The situation

A disabled vehicle can compromise the safety of the driver and that of others on the road. Fast Tow Wrecker Service requires a connectivity and communications system that facilitates quick response to accidents, breakdowns, and other vehicle problems.

## Solution

AT&T Dedicated Internet Service with wireless backup supports Fast Tow with the fastest speeds, 500 Gbps to 1Tbps, nationwide availability, and Service Level Agreement for a guaranteed 100% uptime performance objective. The speed and performance of the highly reliable, dedicated connection enable Fast Tow Wrecker Service to perform its critical business applications. The company also uses AT&T Office@Hand, which gives Fast Tow voice, fax, messaging, and conferencing services that connect callers quickly with help, and enable employees to collaborate more effectively.

## All in the family

Fast Tow Wrecker Service has been owned and operated by the Rash family for 80 years. CEO Frankie Rash, who is among the fourth generation of his family in the business, says he and his two older brothers were born to tow: all three rode home from the hospital after their births in tow trucks.

The Rash brothers have been involved in the business since they were young. “I started out pushing a broom in the shop when I was a kid,” Frankie said. “I worked my way up to the top. I worked every position at our company.” Learning to do every job helped him understand the views of employees when issues or concerns arise.

The company started small, with just three tow trucks. Today the Rash family operates several related businesses, with a large fleet of trucks. “My brother and I work together very closely and rely on each other,” Rash said. “We never make a decision without one another’s opinion.”



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**Frankie Rash**  
CEO, Fast Tow Wrecker Service

The family matriarch, Jeannette Rash, is Fast Tow Wrecker Service president. “She’s been involved in the industry for 50 years now, helping to introduce highway safety laws by working closely with politicians in Austin [the Texas state capital] and on the federal level in D.C.,” Rash said. “She’s a big part of why we’re so successful.”

Fast Tow Wrecker Service lists five Rash family members on its management team. “We have a long line of family members who have participated in our business—towing, the mechanic shop, impound yards, and dispatch services,” Rash said. “Family and home life blends together with business. We’re always talking about it, even at family functions and holidays, because our business is 24-7, 365 days a year. We’re never closed.”



**“We also like the reliability and the peace of mind that AT&T network provides no matter what kind of weather or technical issues occur.”**

**Frankie Rash**  
CEO, Fast Tow Wrecker Service

## Making freeways safer

Fast Tow is a proud City of Houston Tow & Go contractor and works with Houston TranStar, which manages the state’s transportation system. The company’s tow truck operators assist people whose vehicles are stalled because of engine troubles, flat tires, or running out of fuel. Fast Tow helps make freeways safer since many highway accidents are the result of disabled vehicles.

The company is bonded and insured to a higher degree than any other towing and storage facility within the City of Houston and Harris County. Its wreckers remove abandoned and illegally parked vehicles, tow new cars to dealers, and transfer vehicles.

“We work with police and approach clearing incidents as a top priority,” Rash said. “Our program, which has been going on for over 20 years, is recognized by the Federal Highway Administration. We have a lot of historical data that shows that the program is very much a success, and we’ve been copied by other major cities.”

Houston’s location in the storm-prone gulf area means that Fast Tow is often called on to assist in evacuations. “When folks from Louisiana were running for cover from Hurricane Harvey, we dealt with massive traffic jams up the I-10 corridor,” Rash said. “We had to facilitate solving the problems that came from traffic overflows and people running out of fuel.”

## Keeping up with rapid growth

Drivers can be sure that Fast Tow respects their property. All vehicles are digitally photographed before towing, with photos taken from different angles to document any violations and show the vehicles’ condition. The vehicles are safe at the Fast Tow storage facility since it and the dispatch office are protected with digital video surveillance and round-the-clock guard monitoring.

Fast Tow Wrecker Service invests in state-of-the-art equipment. All trucks have two-way communications and GPS tracking systems to make it easy to dispatch help quickly. Continuing growth, however, has created some difficulties. “Fast Tow impounds about 1,000 cars a month and tows another 1,500,” Rash said. “Growing as fast as we did from three trucks to over 20 in a very short time brought about a challenge.”

The company needed speedy and secure internet and phone service to keep good records and share



information with vehicle owners. However, its location in downtown Houston made connectivity problematic. “With so many people downtown on the internet and cell towers, we used to have a lot of problems when we were with other providers,” Rash said.

When a recent provider decided to discontinue the service Fast Tow was using, Rash began looking for a more reliable replacement. “They left us no options,” he said. He set out to discover better internet and phone service for his growing business.

## Keeping the trucks rolling

After weighing available options, Fast Tow Wrecker Service chose AT&T Dedicated Internet with wireless backup to help deliver fast and reliable connectivity. The service gives Fast Tow dedicated internet access with access to fast speeds, nationwide availability along with wireless backup to ensure business continuity. “We really liked the fiber option from AT&T Business, and also having the wireless backup with the hotspot,” Rash said.

“We were down to the wire,” Rash noted. “We had to have something up and running. Everyone from AT&T Business has been great. We felt like it was smart for us to work with AT&T to keep our business operational during hurricanes. We have backup generators at the office, but when the power’s out a lot of things go down. We are more prepared than ever thanks AT&T Business.”

“Our main goal is to keep our operation going at all times, no matter what we have to do,” Rash said. “We like the fact that AT&T Business has the same mentality.”

Rash and his family were also impressed with the service their AT&T Business account representative provides. “He’s been great in handling our questions, staying late, and coming to our office to help us get switched over to fiber,” he said. “We sometimes struggle with technology. I can’t express how great it’s been to have AT&T Business helping us.”



**“It’s important for us that AT&T Business has that high level of security for our internet and video cameras on site that we use to ensure our employees’ security.”**

**Frankie Rash**  
CEO, Fast Tow Wrecker Service

## High levels of security

The dependability of AT&T Dedicated Internet with wireless backup has been flawless for Fast Tow. “Reliability is our number one goal, so we can help people in need,” Rash said. “And it’s important for us that AT&T Business has that high level of security for our internet and video cameras on site that we use to ensure our employees’ security.”

Fast Tow saw the benefits of AT&T Dedicated Internet with wireless backup shortly after it was installed. During a police chase, a suspect knocked down three telephone poles near Fast Tow headquarters, which shut down phone and internet service for blocks. “It was great to have that AT&T backup,” Rash said. “It was evidence that we made the right move in going with AT&T Business, since our server and phones were still able to operate.”

Rash was happy to learn that his business could continue to run even during a power outage. “It was kind of a test run for us, so we can be ready for major events like hurricanes. It was great.”

## Reliability and peace of mind

Fast Tow employees in the office and on the road can access enterprise-grade voice, fax, messaging, and conferencing services thanks to AT&T Office@Hand. The cloud-based IP business communications service allows staff to work virtually anywhere, connect near-seamlessly on almost any device, and collaborate more effectively.

Rash said staff love the functions the system offers. “The top feature is having our calls follow us,” Rash said. “In our business, we’re out of the office at sites all the time, and we used to miss a lot of calls. It’s important that callers can talk to a person, not just a voicemail. I really enjoy that feature that lets calls follow me wherever I go.”

The system also backs up to a cell phone, so no calls to the office are missed during power failures. “The city was doing a lot of construction in our area, and we kept having power glitches,” Rash said. “It always took

a while for the system to boot back up.” With Office@Hand, Fast Tow calls are immediately routed to a cell phone. “Now we won’t miss any calls.”

He also likes the fact that he and his staff can easily program the phone system. “I love the way we can change options ourselves,” Rash said. “In the past we had to have someone come in and make changes, which was a long process,” he said. “With AT&T Office@Hand, it’s instant and very user friendly.”

Rash said he likes the way AT&T treats his business. “AT&T Business’s customer service is one of the top benefits for us,” he said. “We also like the reliability and the peace of mind that AT&T network provides no matter what kind of weather or technical issues occur.”



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