

COMCAST BUSINESS POWERS PRODUCTION FOR CREATIVE VIDEO SERVICES



A/V Support and Services Company Speeds Asset Delivery with Comcast Business Internet and Phone

AUDIO AND VIDEO SPECIALIST DELIVERS QUALITY PRODUCTS AND SUPPORT

Creative Video Services, a digital media production company in Newark, California, has been delivering video, editing and event support services to Bay Area clients for nearly 30 years. The company's Newark headquarters houses its office and warehouse and serves as a hub for full-time staff and a team of freelancers who handle various projects. Creative Video Services is proud to work with a number of Fortune 500 companies and is dedicated to delivering high-quality products and A/V support to help further clients' goals.

IMPENDING CONNECTIVITY GAPS THREATENED PRODUCTION

The video production business has changed dramatically in recent years. Delivering final products once meant shipping clients tangible assets such as tapes or CDs; today it involves uploading video and audio files to shared folders in the cloud. As such, Creative Video Services depends on a robust, reliable Internet connection to not only communicate with clients, but to ultimately deliver finished products.

"The production business is a communication intensive industry, and a high-speed Internet connection is our primary means of interacting with and delivering for our clients," said Frank Bella, Owner, Creative Video Services. "At times our team works on a dozen projects at once, and if we can't share media assets quickly, we are incapable of completing assignments. The success of our business quite literally depends on the quality of our Internet connection."

For more than two decades, Creative Video Services operated out of an office space in Newark where it had access to a high-speed fiber Internet connection with 10 Megabit per second (Mbps) upload and 50 Mbps download speeds. When the company decided to relocate, it planned to stay with its provider, who promised a seamless move to the new location. Despite claims, it soon became obvious that the provider was unable to deliver; technicians were several months behind the proposed timeline for fiber installation in the new building. Additionally, Creative Video Services was not happy with customer service — help calls led to long wait times and issues went unresolved. Faced with a looming move-in date, the prospect of zero connectivity and an increasing level of frustration, Creative Video Services began exploring other options.

COMCAST BUSINESS INTERNET ENSURES CONSISTENT OPERATIONS AND COMPETITIVE ADVANTAGE

Creative Video Services turned to Comcast Business to deliver scalable, high-performance connectivity in its new office. The provider installed a 150 Mbps Comcast Business Internet connection within 24-hours of the initial request, ensuring that employees were connected and ready to operate at full capacity upon move-in.

SITUATION

- A/V services company based in Newark, California
- Provides filming, editing, production and event logistics services for Fortune 500 clients

CHALLENGE

- Robust network is critical for sharing large media files
- Previous provider unable to deliver service in new location
- Lack of connectivity impacted business operations

SOLUTION

- Comcast Business Internet
- Comcast Business Phone

RESULTS

- Seamless exchange of large media files
- Expedited issue resolution due to great customer service
- Zero downtime during office move

Media files are quite large, easily exceeding multiple gigabytes for a finished video. Employees require a reliable, high capacity connection to shared cloud-based file locations to download large assets from clients and upload even larger final products for delivery. With high-speed Internet from Comcast Business, Creative Video Services can now easily download required materials as well as seamlessly upload final projects without any delay.

In addition to Internet capability, Creative Video Services also replaced its previous voice service with two Comcast Business Phone lines. A flexible small business voice offering, Comcast Business Voice provides a high-quality connection, extensive incoming call management options and seamless online account management, including the ability to access real-time displays of recent calls and easily block unwanted calls. For Creative Video Services, the usability of the system far exceeds that of its previous provider and has enabled employees to greatly reduce time spent on voice management issues.

Creative Video Services has also enjoyed great customer service since switching to Comcast Business. When service needs arise, employees can connect directly with service reps who understand the account background and are able to resolve issues quickly and accurately. Representatives are knowledgeable, helpful and dedicated to delivering a high-quality customer service experience that complements the provider's Internet speed and reliability.

"The service we've experienced with Comcast Business is improved compared to our previous provider," concluded Bella. "In terms of speed, reliability, ease of use and customer service, Comcast Business has not only delivered on what was promised, but has far exceeded expectations. Working with Comcast Business means having the confidence that our Internet and phone systems will perform and that questions will be answered promptly, which means we can get back to focusing on what matters: our clients."

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