



PRESS RELEASE
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Premier New England Real Estate Brokerage Digitally Transforms with Comcast Business ActiveCore Platform and SD-WAN Solution

Brokerage unifies 20 locations with SD-WAN to help create a memorable experience for buyers and sellers

PHILADELPHIA – October 10, 2019 – Comcast Business today announced that a premier New England real estate brokerage is deploying a next-generation network – powered by the Comcast Business ActiveCore SDN Platform – to offer a more technology-forward approach to optimize customers’ home buying and selling experience.

The brokerage has been serving the real estate needs in the communities of New Hampshire and northern Massachusetts since 1967. In the last few years, the company has grown to have 20 offices and is committed to providing exemplary customer service and prides itself on harnessing the latest technologies to create a memorable experience for sellers and buyers.

As a result of its growth, the business faced mounting operational challenges due to an outdated internet and communications infrastructure that left each of its 20 locations individually connected to the internet. This disparate connectivity created a vulnerable and disjointed network. With each office demanding increased internet and technological capabilities, managing and evolving this infrastructure became increasingly difficult. For example, when the brokerage needed to adjust its firewall protections, its IT team needed to visit each site individually to implement updates to achieve operational internet security at each location.

Facing the challenge of an outdated internet network, the customer recognized the need to evolve. SD-WAN provided the opportunity to unify all locations into one coordinated internet network that allows for resource management and application deployment from a single centralized location. This will prevent costly one-by-one on-premise deployment when updating or troubleshooting the network.

“Previously, when one office location experienced a disruption, the brokerage would have to troubleshoot and physically repair it onsite, consuming valuable time and resources,” Jeff Lewis, Vice President, Data Product Management, Comcast Business. “With Comcast Business SD-WAN, they are now able to manage all 20 sites from one convenient single pane of glass – whether it’s a computer, mobile phone or tablet. This will increase organizational agility and further their overall digital transformation.”

SD-WAN will also allow individual branches to be unified via a cloud infrastructure. The cloud infrastructure promotes greater organizational flexibility, agility, efficiency, centralized management and better security across all offices. As the business expands, its operations and footprint across New England, SD-WAN will allow for each additional location to be seamlessly added into the expanding network.

For more information, please visit: <https://business.comcast.com/>

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About Comcast Business

Comcast Business offers Ethernet, Internet, Wi-Fi, Voice, TV and Managed Enterprise Solutions to help organizations of all sizes transform their business. Powered by an advanced network, and backed by 24/7 customer support, Comcast Business is one of the largest contributors to the growth of Comcast Cable. Comcast Business is the nation’s largest cable provider to small and mid-size businesses and has

emerged as a force in the Enterprise market; recognized over the last two years by leading industry associations as one of the fastest growing providers of Ethernet services.

For more information, call 866-429-3085. Follow on Twitter @ComcastBusiness and on other social media networks at <http://business.comcast.com/social>.

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