

# THE BUSINESS INCUBATOR AT MILLER CAMPUS AND COMCAST BUSINESS CONNECT STARTUPS WITH SUCCESS



Utah's Largest Business Incubator Helps Entrepreneurs Flourish with Superior Ethernet, Business VoiceEdge and TV Services

## START-UP HUB PROVIDES COLLABORATIVE RESOURCES AND WORKSPACE FOR ENTREPRENEURS

The Business Incubator at the Miller Campus is part of the Miller Business Resource Center of Salt Lake Community College (SLCC) in Sandy, Utah. The facility opened its doors in 2003 and currently provides a collaborative workspace and a full range of resources and services to local entrepreneurs working to grow their small businesses. As the largest incubator in the state of Utah, The Business Incubator is home to 24 clients utilizing dedicated offices and cubicle space, as well as nearly 40 additional startups in a variety of fields – including application development, programming, digital marketing, sustainable manufacturing and more – that access the facility's resources and open co-working space.

"The Business Incubator is dedicated to creating a resource-rich, collaborative environment where local businesses can prosper, foster job creation and help strengthen the state's economy," said Beth Colosimo, executive director of The Business Incubator. "Our clients are our top priority, and we are committed to delivering the tools and services they need to succeed and grow."

## DEPENDABLE, HIGH-PERFORMANCE ETHERNET SERVICE CRITICAL TO SUPPORT GROWTH

For many incubator clients, the entrepreneurial journey begins in a home office. As operations expand, these entrepreneurs often turn to organizations like The Business Incubator, which offer professional workspace and the necessary business services and technology – including fast, scalable Internet and reliable voice services – to help them grow their businesses. Since its inception, The Business Incubator's clientele has increased significantly, and the Internet service that once supported the facility's needs was no longer sufficient for its growing client base. To remain a viable choice for local entrepreneurs, The Business Incubator knew it had to upgrade.

"Reliable, high-quality Internet is a lifeline for our clients – it connects them to their customers, prospects, partners and vendors," added Colosimo. "For a growing business, quality Internet is a basic need, and being able to provide that reliable service to every single one of our clients demands significant bandwidth. An inability to meet that need across our user base means failing our clients and ultimately losing them."

The Business Incubator also wanted to add voice and TV services to support clients of its co-working space. High-quality voice services are critical for productive employee/client communication and are key in facilitating work among dispersed teams. The Business Incubator needed voice services that could grow seamlessly with the facility, enabling the easy addition of lines as client numbers grew, without requiring costly infrastructure investments. The facility also sought quality TV service, which is instrumental in both keeping incubator clients informed and creating a space for socializing and community building.

## SITUATION

- Co-working space and business incubator in Sandy, Utah
- Twenty-four clients in dedicated space and 40+ startup clients utilizing shared space

## CHALLENGE

- Insufficient network capacity to support growing member base
- No central voice or TV service

## SOLUTION

- Comcast Business Ethernet Dedicated Internet
- Comcast Business VoiceEdge™
- Comcast Business TV

## RESULTS

- 1 Gbps Ethernet Dedicated Internet
- HD-quality voice services throughout facility conference rooms and offices
- Communal HDTV for clients in main conference room

## COMCAST BUSINESS ENABLES SUCCESS AND GROWTH FOR BUSINESS INCUBATOR'S CLIENTS AND STAFF

After a thorough review of vendors, The Business Incubator selected Comcast Business to provide scalable, Ethernet based Internet services. The provider was chosen for its previous experience helping similar innovation centers and business incubators, as well as its breadth of offerings and ability to scale seamlessly. Comcast Business installed a 1 Gbps Ethernet Dedicated Internet (EDI) line to deliver the high-performance, dependable Internet connectivity that clients rely on. The fiber-based EDI line can scale up to 100 Gbps, which provides enormous flexibility and room for growth for the incubator as it continues to add clients. All of The Business Incubator's clients now enjoy a high-speed Internet connection and the peace of mind that they have the bandwidth necessary to run their businesses and grow operations. In addition to supporting The Business Incubator's current roster of clients, the collaboration between the facility and Comcast Business also enables its graduates. When The Business Incubator alumni move into their own office spaces, Comcast Business can provide them with affordable high-speed Internet services.

Comcast Business also installed Business VoiceEdge, a cloud-based voice and unified communications system, throughout The Business Incubator's conference rooms and closed-door offices. The HD-quality voice lines improve both employee and customer communication for clients, providing them with a professional voice alternative to cell phones. Business VoiceEdge is flexible and scalable, so service can easily expand as The Business Incubator grows, and it enables seamless high-quality communication without an infrastructure or maintenance investment. Additionally, The Business Incubator also installed Comcast Business TV in the facility's main conference room, which provides access to both local and national news, weather, sports and entertainment programming. This upgrade helps clients stay informed as well as socialize and network with other incubator clients in a communal area, which builds a sense of community across the facility.

"The superior Internet and voice services provided by Comcast Business have enhanced productivity for both our clients and The Business Incubator staff," concluded Colosimo. "The business owners in our space never have to worry about connectivity or speed – they can start every day knowing that they have the tools needed to succeed. Additionally, The Business Incubator can now confidently offer our prospective clients fast fiber-based Internet, which helps attract more companies and ultimately helps our clients succeed."

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