

# CITY CONNECTS 30 SITES FOR DATA, VIDEO, AND INTERNET; IMPROVES SERVICE TO RESIDENTS



## ORGANIZATION

Located in the Miami-Fort Lauderdale metro area, the City of Hollywood has more than 140,000 residents.

## CHALLENGE

Replace a very slow T1-based communication system with a reliable networking solution that seamlessly and securely connects 30 city sites for data and video exchange and provides fast Internet access.

## SOLUTION REQUIREMENTS

- Performance: City workers must have quick and reliable access to computer-based applications to complete their daily jobs.
- Security: The solution must enable the transfer of confidential city and resident data safely and securely.
- Speed: It must provide the required bandwidth to handle increasing data traffic and streaming Internet video.
- Scalability: The solution must accommodate the addition of new city sites to the network easily and efficiently.

## SOLUTION

- Comcast Business Ethernet Network Service
- Comcast Business Ethernet Dedicated Internet

## RESULTS

- Improves employee productivity and service to city residents
- Enables significant cost savings
- Ensures reliability and scalability for future growth

## THE BUSINESS CHALLENGE

Like many cities in America, the City of Hollywood relies on a communications network for day-to-day operations. Unlike many cities in America, it launched a video network to serve city workers and residents long before other municipalities across the United States even considered the possibility. However, the City of Hollywood couldn't realize this vision until it replaced T1 lines that stymied communications.

"The T1 lines had limited bandwidth and were incredibly slow," explained John Barletta, Director of IT for the City of Hollywood. "You could actually go get a cup of coffee and return to your desk, and the application would finally be available. We knew that was unacceptable and began looking for alternative communications solutions."

Barletta and his team talked to several vendors about building their own communications network but soon discovered that process was cost-prohibitive. "Building an actual network was way too costly, and maintaining it was costly as well," he added.

Then the City of Hollywood met Comcast Business.

## THE COMCAST BUSINESS SOLUTION

Now the City of Hollywood relies on two customized Comcast solutions to power its communications infrastructure.

Comcast Business Ethernet Network Service provides seamless and secure connectivity for 30 city locations to exchange data and video at up to 1 gigabyte per second. This includes the police department, fire station, public works, public utilities, city hall, and all community recreation centers.

"A good example of our early foray into video transfer is the training videos our fire marshal creates and sends to each of the fire stations," Barletta explained. "This makes the most of everyone's time and maximizes taxpayer dollars."

The Comcast Business Ethernet Network Service has saved the city money too.

"The network is so fast and reliable that city workers can access the applications they need almost instantaneously," Barletta said. "Our public safety department decided to take this productivity improvement one step further by scanning case management and other city data into a document management system, which has nearly eliminated paper records. Now we save approximately \$70,000 each year in paper handling, and retrieval costs."

The City of Hollywood uses another Comcast solution to help improve productivity: Comcast Business Ethernet Dedicated Internet provides seamless and highly scalable Internet connectivity.

COMCAST  
BUSINESS

***“Partnering with Comcast results in so many tangible benefits—the phenomenal performance of the network, the redundancy and reliability of the network, and the cost-effectiveness of the network—are just a few.”***

*John Barletta  
Director of IT  
City of Hollywood, Florida*

“We use this Comcast solution to access WebEx meetings or online demonstrations for in-house training,” Barletta said. “When we begin to access more media-rich streaming video, I know I can easily add more bandwidth without the delays of ordering new circuits, upgrading capacity, or purchasing new equipment, which would have been the case if we had built and maintained our own network.”

## **THE RESULTS**

### ***Improves employee productivity and service to city residents***

Before partnering with Comcast, the City of Hollywood relied on T1 lines for citywide communication. Not only did city staff have to wait for applications to load, they also had trouble accessing streaming video from the Internet because of bandwidth constraints.

With Comcast Business Ethernet Network Service and Comcast Business Ethernet Dedicated Internet, the City of Hollywood has improved staff productivity and improved customer service to residents.

### ***Enables significant cost savings***

The Comcast Business Ethernet Network Service has enabled the city’s public safety department to use an online document management system. As a result of this system Barletta said the City saves roughly \$70,000 each year in paper handling and retrieval costs. In addition, Barletta said the Comcast network supports four-digit dialing among city sites, savings thousands of dollars each year in telecommunications costs because fewer voice lines are needed.

### ***Ensures reliability and scalability for future growth***

Barletta said city workers have become so accustomed to the Comcast network’s reliability that they take it for granted. “We’ve gotten to the point where we don’t even think about the network,” he explained. “However, it’s also comforting to know that if we do have a problem we can call our local Comcast support team. They are always available when we need them.”

Barletta and his team also know adding new city sites is as easy as placing a phone call to the local Comcast team. “We’ve recently added parking garages to the network, and we can continue to add more facilities as necessary,” he concluded.

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