

# PARAGON MEDIA USES COMCAST'S FAST INTERNET CONNECTIVITY TO SHORTEN CUSTOMERS' TIME TO MARKET AND HELP INCREASE THEIR PROFITABILITY



## ORGANIZATION

Paragon Media

## CHALLENGE

A slow Internet connection limited the company's ability to download time-sensitive digital content from customers and produce CD/DVD discs to meet service level agreements (SLAs).

## SOLUTION REQUIREMENTS

- **Faster downloads:** The new solution will provide more bandwidth so downloading data from customers does not slow down business processes, specifically the disc production cycle.
- **Increased efficiencies:** If the company produces discs faster, the time to market will decrease for customers, and they will achieve profitability sooner.
- **Competitive advantage:** Exceeding SLAs and reducing time to market will make Paragon Media more competitive in the marketplace.

## SOLUTION

- Comcast Business Ethernet Dedicated Internet

## RESULTS

- Faster disc production exceeds customers' service level expectations
- Time to market for customers' products is cut in half
- Paragon Media's customers achieve profitability faster

## FASTER INTERNET CONNECTION WILL INCREASE CUSTOMER SATISFACTION AND RETENTION

Paragon Media designs and manufactures CD/DVD discs for some of the largest software companies in the world. Through its master-to-market service, the company gathers its customers' time-sensitive digital content, such as software updates, to create master discs. Then it duplicates and sends copies to the customers' end users worldwide.

When the company's T1 Internet connection didn't provide enough bandwidth to download customer content quickly, which limited its ability to meet production SLAs, Chris Lamb, President of Paragon Media, began looking for faster connectivity.

"Most of this content has an expiration date, so our customers rely on us to get this data to their end users within days," he explained. "If they have to courier data to us overnight because our Internet connection can't handle the transmission, disc production is impacted, and we could lose them as a customer."

Paragon Media operates in a mature industry with multiple competitors, so to ensure customer satisfaction and retention, it had to find a way to decrease disc production time and meet SLAs. "For us, that requires a flexible and fast Internet connection," Lamb said. "If we can download customers' digital content fast, we can produce their discs quickly and even exceed their SLAs. The faster the discs get into end users' hands, the faster our customers make money. If we help our customers' increase profitability, we increase their satisfaction and solidify our positioning with them."

## SUPER-FAST CONNECTION INCREASES PRODUCTIVITY AND MAKES TIME TO MARKET A COMPETITIVE DIFFERENTIATOR

Now that Paragon Media has implemented Comcast Business Ethernet Dedicated Internet, the company's master-to-market service is faster, which shortens the time-to-market process for its customers.

"Comcast's fast and flexible Internet connectivity enables digital workflow at Paragon Media," Lamb explained. "That means all production material, from content and artwork to the fulfillment list, is transferred electronically between customers and us. Even large data, including video, is transmitted through Comcast, which means we don't have to wait for an overnight package to arrive before continuing the production process. Digital workflow has helped reduce our customers' time to market by at least 50 percent. The traditional time to market window in our industry is 10 to 15 days. Our average time to market is five days. That is a huge selling point for us."

COMCAST  
BUSINESS

***“With Comcast Business Ethernet Dedicated Internet, we improved our service levels to customers, increased our productivity by 60 percent, and became a competitive force in our industry.”***

*Chris Lamb*

*President*

*Paragon Media*

Lamb said Business Ethernet Dedicated Internet is a major part of his business growth plan. “Some of our competitors don’t operate with a digital workflow, so they manufacture discs the old-fashioned way. Our digital workflow wouldn’t be successful without Comcast. It makes us more efficient as a company, which means we can pursue more customers.”

Digital workflow has improved operational efficiencies at Paragon Media. “Every part of the production process is more efficient because we can send and receive data so much faster with Comcast,” Lamb said. “In fact, Comcast helped us increase overall productivity by 60 percent. And, Comcast connectivity costs us about 50 percent less than our previous provider. We’re saving approximately \$12,000 per year with Comcast Business Ethernet Dedicated Internet.”

## **PARAGON MEDIA HELPS CUSTOMERS INCREASE PROFITABILITY**

### ***Faster disc production exceeds customers’ service level expectations***

With Business Ethernet Dedicated Internet, Paragon Media can download time-sensitive digital content from its customers quickly and produce discs to meet/exceed SLAs. Paragon Media has been able to enhance customer satisfaction and ultimately improve retention.

### ***Time to market for customers’ products is cut in half***

Business Ethernet Dedicated Internet enables digital workflow at Paragon Media, which increased productivity by more than 60 percent and cut customers’ time to market by at least 50 percent.

### ***Paragon Media’s customers achieve profitability faster***

The faster customers’ discs reach end users’ hands, the faster customers make money. Since Paragon Media helps its customers increase profitability, it has enhanced its reputation in the industry.

## **ABOUT**

With facilities in Seattle, Portland, and Chicago, Paragon Media is a comprehensive media services firm that offers a turnkey master-to-market solution. While formats may come and go, Paragon Media remains true to its goal: provide everything customers need to design, duplicate, and deliver their messages to their audiences.