

REFRACTION CHOOSES COMCAST BUSINESS TO DELIVER RELIABLE NETWORK SERVICE



Virginia Coworking Space Helps High-Tech Startups Thrive with Comcast Business Ethernet Dedicated Internet, Business VoiceEdge™, and Business TV

SHARED OFFICE SPACE PROMOTES COLLABORATION AMONG ENTREPRENEURS

Refraction is a Reston, Virginia-based nonprofit coworking community and office space for technology startups, nonprofit organizations, and artists. To set itself apart from a typical tech-oriented coworking space, Refraction's founders created the space with an emphasis on collaboration, rather than profit, to foster a sense of community. Refraction also differentiates itself by setting aside at least 10 percent of its space for artists and nonprofits in order to foster diverse collaboration.

"We work with companies from the get-go to create more engaged and fulfilled employees through a better coworking environment," said Director Rae Stott. "Happy, fulfilled employees not only improve office culture for our members, it also leads to better outcomes for their customers and the community."

Refraction is presently home to 35 companies, which it calls its community members. With 23,000 square feet of coworking space, Refraction offers its members individual and communal desks and offices, meeting rooms of various sizes and functions, and shared spaces for relaxing, playing video games, watching TV, and grabbing a snack or drink.

SCALABLE BANDWIDTH AND UBIQUITOUS WIFI CRITICAL TO SUPPORT GROWTH AND INNOVATION

The majority of Refraction's community members are venture-backed technology startups that rely heavily on cloud-based resources to build and grow their businesses. Reliable, high-speed Internet and ubiquitous WiFi services are critical for enabling access to everything from cloud-based finance, marketing, and design materials to educational and business platforms—and even for flying drones around the office.

"Our entrepreneurs can't do anything without reliable high-speed Internet, and if they can't work, we don't work," said Stott.

Refraction itself depends on the Internet to manage daily operations—everything from processing invoices to letting guests into the building. The organization needed dedicated, scalable bandwidth and flexible voice services designed for the digital needs of its entrepreneurs and for its growing coworking community.

COMCAST BUSINESS DELIVERS ETHERNET DEDICATED INTERNET, BUSINESS VOICEEDGE, AND BUSINESS TV

Refraction was already using Comcast Business Internet in the office space, but it was clear it needed to add more bandwidth and access points to support its growing membership. After speaking with sales representatives, the coworking space opted to upgrade to Ethernet Dedicated Internet (EDI), and add Business VoiceEdge and Business TV from Comcast Business to support the connectivity needs of its community members.

SITUATION

- Coworking space in Reston, VA
- Home to 165 members representing 35 companies
- Members include high-tech startups, nonprofits, and artists

CHALLENGE

- Inconsistent Internet connectivity
- Lack of reliable WiFi

SOLUTION

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

RESULTS

- 1 Gbps Ethernet Dedicated Internet
- Ubiquitous WiFi
- Great customer service

Comcast Business installed a fiber-based 1 Gigabit per second (Gbps) EDI connection, capable of scaling to 10 Gbps of capacity, that has become the backbone of daily business operations at Refraction. Member companies at the Refraction workspace are able to access reliable, high-speed Internet to power business operations and any additional needs, like flying drones. The EDI provides the foundation for Refraction's WiFi service. In addition to enabling connectivity for staff and members anywhere in the building, the WiFi service allows community members to leverage an online check-in system envoy that sends messages to members when guests arrive, and a separate smartphone application that lets them unlock the front door from other parts of the building, giving each company the ability to manage its own guests, rather than relying on a front desk to be the middle man.

"Comcast Business came in and upgraded everything. They gave us the bandwidth capacity and service reliability we needed," said Stott. "They really are heroes – they equipped us for how we do business."

Comcast Business also provides Business VoiceEdge, a cloud-based voice and unified communications solution, in all of Refraction's meeting rooms. As Refraction grows and expands its office space, they can easily add more phone lines to accommodate the increase in community members. In addition to Internet and voice services, Comcast Business also installed TV in Refraction's shared spaces, giving community members the ability to relax and take a break with fellow members, which helps to foster a collaborative working environment.

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