

COMCAST BUSINESS CONNECTS PEASE INTERNATIONAL TRADEPORT TO ITS HIGH-CAPACITY NETWORK



SITUATION

- New Hampshire business park with more than 250 onsite businesses
- Tenants seeking more technology infrastructure choices to support their growth

CHALLENGE

- Existing tenants had limited options for Internet connectivity and other communications services
- Tradeport looking to expand technology offerings to retain tenants and attract new ones

SOLUTION

- Comcast invested in network build-out to the Tradeport
- Service offerings include Comcast Business Ethernet, Internet, Voice and TV

RESULTS

- Tenants get new choices for data, voice and video over completely separate network for added reliability
- Expansion of Comcast's network into the New Hampshire Seacoast region

Comprehensive network build-out will support the growth of 250 onsite businesses and provide competitive advantage to attract new tenants

NEW HAMPSHIRE SEACOAST BUSINESS HUB LOOKS TO EXPAND COMMUNICATIONS OFFERINGS

The Pease International Tradeport sits on a former Air Force base in Portsmouth, New Hampshire – just 50 miles from Boston, Massachusetts; Manchester, New Hampshire and Portland, Maine.

This growing business and aviation industrial community includes 3,000 acres of office and industrial space and is home to more than 250 companies and 7,800 employees. In addition to the business park, the Tradeport also includes the Portsmouth International Airport and a 27-hole golf course.

Businesses at the Tradeport represent a variety of different industries, including financial and professional services, as well as healthcare, technology and tourism. The Tradeport offers tenants a number of amenities, including six restaurants, a bank, a contract U.S. Postal unit, various medical service providers, five institutions of higher learning and a data backup facility. However, tenants only had a limited number of options for data and voice services – a vital component of today's business environment.

"We consider ourselves a state-of-the-art business community, and having the latest communication technologies available not only makes our current tenants happy but also helps us to attract new companies as well," said Dave Mullen, executive director for the Pease Development Authority.

COMCAST INVESTS IN NETWORK BUILD-OUT TO DELIVER BEST-IN-CLASS BUSINESS SERVICES

Although Pease offers their tenants a notable list of amenities, one of the challenges they faced was in offering an equally impressive list of communications infrastructure choices.

As the Tradeport grew, an increasing number of onsite businesses asked that Pease begin to look into additional providers to serve their technology needs – with many requesting Comcast Business based on positive experiences in their off-base branches and former office locations.

**COMCAST
BUSINESS**

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Recognizing the Tradeport as an underserved business community, Comcast Business invested to expand its network to the Tradeport, giving tenants access to Ethernet services with speeds of up to 10 gigabits per second (Gbps), innovative cloud-based voice and unified communications solutions, and other services.

“Pease International Tradeport is as an engine for local economic growth. For these businesses to be successful and continue to grow they need advanced communications technology available to them. By expanding our network into the Tradeport, Comcast can respond to the ever-evolving technology needs of its tenants,” said Peter Marsh, Greater Boston Region Vice President for Comcast Business.

COMCAST BUSINESS SERVICES HELPS ATTRACT NEW TENANTS TO PEASE TRADEPORT

Comcast Business has accelerated this large-scale construction project, which will be used to bring its full portfolio of Ethernet, Internet, Voice and TV services to businesses throughout the Tradeport. By building out its own separate network, Comcast can deliver true network diversity with added reliability for backup, data recovery and business continuity preparedness.

Tenants can select from a wide range of scalable options that can accommodate companies with fewer than 10 employees to more than 1,000, and businesses will be served by dedicated local sales teams and 24/7 customer support.

According to Mullen, “Our tenants asked for cable connectivity and now with Comcast on the Tradeport, they can choose from a comprehensive list of data, voice and video services to accommodate nearly any demand. We recognize the large investment Comcast has made to bring these services into the Tradeport, which further reinforces just how committed Comcast is to helping grow our local business community.”