

Z-Band's Video Distribution Solution

Provides Added Value to Servcorp Clients & Minimizes Overhead

Servcorp is a multinational organization founded in Australia that offers fully furnished executive suites, virtual offices, meeting room space, and IT support services to businesses and entrepreneurs around the globe. They have multiple locations throughout the U.S., including the One World Trade Center building in New York City, the tallest building in America.

Challenge

Servcorp offers many services to its clients, including cable TV access to any of the rented office spaces at an additional cost. However, the process of granting a client cable TV access was found to be very tedious and costly. First, Servcorp's client would have to commit to a 12-month cable TV contract, which was an issue since many of their clients needed month-to-month flexibility when renting office space. Next, Servcorp would have to schedule the installation to run the cable to the individual TV that needed service.

If a client requested cable TV service to their TV, it would typically take a minimum of one week before the service would be up and running. Not only was this a time-consuming and costly process, but it put Servcorp at risk

to absorb the cable TV bill if a client were to terminate their office contract early.

As Servcorp was preparing for its new space in the new One World Trade Center building in New York City, it was determined that the ability to easily offer cable TV to clients was essential. Since construction was already underway, a solution that utilized the current CAT 6 cable was crucial.



"I've had nothing but a great experience with Z-Band, so I would recommend them to anyone who is looking for flexibility or an option to basically provide cable for multiple people within an office or a building. I think their solution is great – it's very reliable and it's very easy to install."

Riyadh Christian,
IT Operations Manager, Servcorp Limited

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Servcorp Continued...

Solution

Since Servcorp had a trusted relationship with Time Warner Cable as the cable TV provider in many of their other locations, the decision was made to partner with them for the One World Trade Center building. Once Time Warner heard about the concerns with the process of offering cable TV to clients, they recommended that Servcorp contact Z-Band as one of their video distribution options. Riyadh Christian, IT Operations Manager at Servcorp and lead of the TV distribution solution for the One World Trade Center location, was impressed with Z-Band's system, especially the "plug & play" setup.

The ability to use the current CAT 6 cable in the building would make providing cable TV to clients instant. Christian says that the simplicity of the system is also what solidified the decision to work with Z-Band. It was imperative that the system was effortless for all employees to use. A Z-Band representative was able to install the Z-Band video distribution system, give a demonstration, and train Servcorp's employees within hours. Christian says that this exceeded their expectations and allowed them to begin selling a more flexible

cable TV service to their clients that same afternoon.



Results

One year after installation, Christian and Servcorp employees have nothing but great things to say about the Z-Band system and they enjoy the maintenance-free aspect. Servcorp clients are now able to receive instant access to cable TV with contracts that meet their flexibility needs. The One World Trade Center building is now the leading Servcorp location for client cable TV subscriptions, and Christian attributes this to the simplicity and flexibility that the Z-Band system provides. This has also increased their competitive advantage in the market by offering their clients an additional top-of-the-line service without the overhead required by the previous process of providing cable TV access.

The employees at Servcorp's One World Trade Center location feel that they were sufficiently trained on the system, and

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appreciate the ease with which they can provide cable TV access to a client by simply plugging one end of a patch cord into Z-Band's Video HUB and the other end into the active Balun at the TV. Servcorp appreciated Time Warner Cable's suggestion of the Z-Band system and Christian says that working with the Z-Band team was a very pleasant experience and that he plans to keep them in mind for future Servcorp locations.