



Lax United Marketing – Boston

RCN Business delivers reliable and robust connectivity solutions – including high capacity, high-speed fiber-based Internet – for a new sports network in Boston, ensuring that its 24/7 streaming signal stays strong and secure.

About Lax Sports Network

Lax Sports Network is a 24-hour digital video network dedicated to covering the game of lacrosse. The streaming service is an arm of Lax United Marketing (LUM), an Internet-based entertainment and information media company also focused on the sport.

The Challenge

- The Lax Sports Network needed a comprehensive office communications solution for their new location in Boston
- As a 24/7 OTT network with 100-percent streaming broadcasts, the most critical requirement was a secure, high-speed, high capacity Internet solution to deliver the best possible streaming signal to its audience
- For their new office, they required a robust and reliable phone system, along with television services
- These solutions needed to be deployed on schedule and within budget
- Collaboration was the final criteria with selecting a provider as Lax had recently moved office sites

The Solution

- Fiber-based 250 Mbps Dedicated Internet Access (DIA) solution
- Feature-rich cloud-based Hosted Voice solution supporting 10 lines
- Cable TV programming for multiple employees

Results

- RCN Business team collaborated with Lax to create a plan to quickly activate services within the new office site - with no interruption to business
- Rapid provisioning and deployment enabled Lax to start streaming content on schedule
- Cost-effective solution priced better than competitive offerings
- Reliable Internet solution has enabled Lax to stream content consistently and securely
- Phone service has delivered features to help employees communicate more effectively
- Cable TV service has enabled employees to proactively monitor networks



RCN Business topped PC Mag's Business Choice Awards for 2016

Ranked highest for overall satisfaction. Best overall Internet service. Highest ranking on value. And most likely to recommend.

Why RCN?

LUM and Lax Sports Network trusted RCN Business to help launch this new venture, thanks to a long-standing relationship between RCN Business and one of the sports network's partners. LUM also chose RCN Business for the following reasons:

- Ability to meet all needs related to data, voice and video services
- Rapid provisioning and deployment times
- Reliable, fiber-rich network
- Dedicated, high-performing team that provides 24x7 support
- Above-and-beyond approach that presents new service options based on marketplace alternatives
- Centralized billing, provisioning and network planning

"We have been incredibly pleased with the solution provided by RCN Business, and the exceptional service that has come with it. The speed and bandwidth we now work with allows us to operate smoothly and efficiently. Streaming quality is key to our business, and we operate with full confidence thanks to RCN Business. Their team of professionals is always responsive and they have met our needs and requests very quickly, with no worry of service interruption."

- **CHRIS DAY**, DIRECTOR OF OPERATIONS AND REMOTE PRODUCTIONS, LAX SPORTS NETWORK

