

New Jersey Coworking Community and Business Accelerator Gains Scalable Network Services with Comcast Business Ethernet Dedicated Internet, Business VoiceEdge™, and Business TV

BUSINESS INCUBATOR HELPS MEMBERS BY PROVIDING COLLABORATIVE WORKSPACE AND SEED FUNDING FOR GROWTH

Tigerlabs, founded in 2013, is a coworking community and startup accelerator based in Princeton, New Jersey. With 7,800 sq. ft. of coworking space, Tigerlabs is home to more than 100 members that belong to 60 different companies in the technology, healthcare, finance, education, advertising and media industries. Amenities include shared desks, conference rooms, phone rooms, communal kitchen space stocked with snacks and drinks, communal lunch tables, and space to relax and watch television or play ping pong. Additionally, there are five private offices available for rent.

“We provide an open space for our members because it encourages them to collaborate with the people around them and build a network,” said Trish Ryan, Managing Director of Tigerlabs. “Many of our members come from a work-from-home environment, so this a great chance for them to become part of a larger community.”

Tigerlabs also offers a business accelerator program to early-stage software companies. Companies that are selected to participate receive funding, workspace, mentorship, and access to decision makers at leading corporations. To date, Tigerlabs has invested in more than 40 companies that have collectively raised over \$60 million and are worth \$160 million.

SCALABLE, HIGH CAPACITY INTERNET SERVICE ESSENTIAL TO GROWTH AND COLLABORATION

Many of the companies in Tigerlabs’ coworking community started at home offices where access to sufficient Internet capacity for building and growing a business was limited. Members need fast, scalable Internet and ubiquitous WiFi to run everything to do with their business, including email, cloud services, and online research. The Internet service that Tigerlabs had when it began was sufficient for its needs at the time, but as the company grew, it needed to upgrade its services to accommodate more members.

“Most entrepreneurs come to us because they need something that their home offices can’t offer. The fact is, they rely on cloud services to manage almost every aspect of their businesses, so they need to have an Internet connection that is stable and scalable to support them. It is a deciding factor for where they choose to grow their business and without it, we are not a viable choice,” said Ryan.

Tigerlabs also wanted to add voice and television services to the coworking space. Members were relying on their cellphones to make business calls because a voice service wasn’t available as part of their membership. Also, the streaming television service it was using would often buffer, which made it difficult to watch anything.

SITUATION

- Coworking space and business accelerator in Princeton, New Jersey
- Over 100 members representing 60 different companies in various industries

CHALLENGE

- Network capacity to support growing businesses
- No central voice service
- Choppy broadcast when streaming television

SOLUTION

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

RESULTS

- 1 Gbps Ethernet Dedicated Internet
- Ubiquitous WiFi
- HD-quality voice instead of mobile phones
- Communal HDTV for members to watch together

TIGERLABS MEMBERS REAP BENEFITS OF FIBER-BASED COMCAST BUSINESS ETHERNET DEDICATED INTERNET, BUSINESS VOICEEDGE, AND BUSINESS TV

Tigerlabs was already using Comcast Business for Internet but wanted to add more capacity and additional services, like voice and television. Because its experience with Comcast Business had been positive, the coworking space ultimately chose to upgrade to a faster 1 Gigabit per second (Gbps) Comcast Business Ethernet Dedicated Internet (EDI) connection and to add Business VoiceEdge and Business TV to support its growing member community.

With a fiber-based EDI connection that can scale up to 100 Gbps, Tigerlabs has the flexible network capacity to support continued growth in its coworking space. The 1 Gbps connection also provides the backbone for a new WiFi service for members to connect throughout the facility. With pervasive wireless and a scalable fiber connection, members have the capacity they need to leverage cloud-based business applications, and to connect to potential and current customers, investors, and industry experts that can help them grow their businesses.

“Not only is this connection great for our members, but it helps us attract more companies to our coworking space. We have a reliable fiber-based Internet service that I can confidently tell people is fast,” said Ryan.

Comcast Business also provided Business VoiceEdge™, a cloud-based voice and unified communications solution, in all of Tigerlabs’ conference rooms. The HD-quality voice lines provide members with an alternative to using their cellphones for business calls. Comcast Business also installed Comcast Business TV, which offers up to 360 channels, including major broadcast networks, in the main conference room and in the main communal area. Members can now get together to relax and watch their favorite shows, movies, and sporting or live events on cable TV.

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- Trish Ryan
Managing Director
Tigerlabs