

# How a new WiFi network lifts spirits and drives success at EPIC Creative

## Marketing firm addresses connectivity challenges with Ultra-High Speed Data services

Rapid business growth and an engaging, collaborative environment in which to work certainly don't sound like they would create a challenging work site for most people. Yet EPIC Creative, a full-service marketing and advertising agency operating partly out of a former art museum in West Bend, Wisconsin, faced specific challenges that stemmed directly from their continuing success.

EPIC Creative needed to manage the skyrocketing bandwidth capacity demands that arose from developing data-heavy marketing presentations. They also needed to accommodate a team of highly mobile and energized creative people who wanted the freedom to work away from their desks for client meetings and casual brainstorming sessions.

"No one at a marketing agency likes working at their assigned desks," EPIC Creative IT Manager Bill Schmidt explains. "They want to be free to move around. They want to gather as a team on a couch in the hallway, or around a stairwell. Our old WiFi didn't allow for that openness. It was a headache."

Schmidt reached out to Spectrum Enterprise, for years their trusted connectivity provider. In facing past challenges, Schmidt had

been impressed by the know-how and proactive support of Spectrum Enterprise engineers and technicians.

"A big business doesn't always treat smaller customers well, but Spectrum Enterprise has always been there when I need them," he explains.

### The challenge to get WiFi right

EPIC Creative prides itself on being a small but scrappy marketing agency that fosters a fresh approach and aims for a healthy balance of work and life. The atmosphere at their two West Bend offices is warm and welcoming; many employees at EPIC Creative bring their pets to work.

These office buildings are not of traditional design, but converted structures with reinforced concrete walls, an old bank vault, an enclosed courtyard and numerous locations where WiFi signals were found to be intermittent at best. These dead spots were proving lethal to workflows.

"We needed to get a modernized network built around newer, faster WiFi capabilities," Schmidt recalls. "Having to run a lot of Ethernet cables around the office is not a productive use of anyone's time. Also, no one wants to have clients noticing lag on their devices or waiting too long for a presentation to begin."



EPIC Creative, a full-service marketing and advertising agency operating partly out of a former art museum in West Bend, Wisconsin, faced specific challenges related to growth.

### Client profile



### Company

EPIC Creative

### Industry

Professional Services

### Services

Dedicated Fiber Internet (DFI)  
Wavelength Services

## Overview

- EPIC Creative, a Wisconsin marketing agency, needed to boost their network and data capacity to meet the demands of a growing client roster.
- To improve creative collaboration and client engagement at their offices, EPIC Creative needed smoother-running, higher capacity WiFi.

## Outcomes

- To increase total bandwidth to meet anticipated future needs, EPIC Creative's technology partner, Spectrum Enterprise, installed a high-speed Dedicated Fiber Internet (DFI) solution.
- A high performance, low-latency Wavelength Services solution gives staff and visiting clients reliable connectivity at both EPIC Creative locations.
- EPIC Creative's new Ultra-High Speed Data connectivity provides robust capacity for every business need of the agency.
- A modernized network means EPIC Creative IT no longer worries about how having too many concurrent users, or where in their offices people are working.

## Why it matters

- EPIC Creative can now seek out new clients and further expanding its portfolio into data-devouring platforms like video and virtual reality.
- Better management of enterprise data allows EPIC Creative to move into the cloud-based solutions clients increasingly desire.
- EPIC Creative can now manage these critical needs as an operating expense with Spectrum Enterprise monthly billing.



EPIC Creative prides itself on being a small but scrappy marketing agency that fosters a fresh approach and aims for a healthy work-life balance.

Spectrum Enterprise Account Manager Ann Kozak recommended a WiFi upgrade at both locations.

“They work with their clients on brand strategy as well as a lot of creative marketing,” Kozak explains. “That means a lot of data streaming to manage such things as video photography, livestreaming, and web development. The WiFi they had did not satisfy their current demand, let alone the rapid growth their business was enjoying.”

### Modernizing their network to enable greater capacity

How could a WiFi system offer enough capacity to support data-intensive applications and service a big-idea factory like EPIC Creative?

“Ann and I began to dig into their needs,” Spectrum Enterprise Solutions Engineer Christopher Wargaski says. “We realized they have a plethora of data moving back and forth between the two locations. Because so much of that is streaming video that demands high bandwidth, we began to think of [Wavelength Solutions](#) as a way to go.”

Having Spectrum Enterprise Wavelength circuits at both offices would meet EPIC Creative's need for an [Ultra-High Speed Data](#) solution. This would significantly raise their level of network connectivity while providing more robust bandwidth across their entire workforce.

No longer would Schmidt and his IT team struggle with the challenge of overtaxed access points or failing WiFi; Wavelength-enabled switches and WiFi would be set up in both locations. Nor would the EPIC Creative staff be confined to working at the one location where servers

“Traditionally, we have just been a fiber customer with Spectrum Enterprise, but the relationship has been very good. So good, in fact, that when we wanted to expand into a managed WiFi solution, Spectrum Enterprise made the most sense.”

– Bill Schmidt, IT Manager, EPIC Creative



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or video storage units are kept. Wavelength Services allows people in both buildings to share the same network, easing collaboration across the miles.

EPIC Creative had another challenge in terms of transmitting and receiving large quantities of data from the internet. As a creative agency, the outbound flow of data often far exceeds what was coming in. A solution was needed to properly manage this.

Schmidt agreed their internet service needed a boost. The installation of [Dedicated Fiber Internet \(DFI\)](#) circuits at each building would mean that EPIC Creative could manage data at a capacity far exceeding their current needs.

“Everything we do is digital, and the files keep getting bigger,” Schmidt notes. “Our job is to lift and upload those files to everyone else. Therefore, fiber with upload bandwidth that’s in synch with the download is pretty much the best bet.”

### How managed services work for EPIC Creative

From trade shows to livestreaming, EPIC Creative needs to be ready to answer their clients’ diverse marketing needs. To that end, the EPIC Creative IT team must facilitate a very high level of service for the enterprise itself as well as their clients.

“Making sure the marketing folks can do the marketing things is our first and last priority,” Schmidt says. “We try extremely hard to be invisible.”

Schmidt considers Spectrum Enterprise a partner he can call on to help manage whatever challenges come along.

**“My Spectrum Account Manager, Ann Kozak, understands the importance of not letting us get overwhelmed with options.”**

– Bill Schmidt, IT Manager, EPIC Creative

“Say it’s a networking issue,” he explains. “I can manage networking, but I’m not an expert who does that on a regular basis. It’s a slower process, and not as effective a solution for EPIC Creative. The better spend is with a company that knows what to do, and who I can get on the phone. I have this with Spectrum Enterprise.”

For Kozak, EPIC Creative is an exciting client to have: nimble yet focused, eager to push the envelope as they work to transform an engaging idea into marketing reality. “EPIC Creative is more of a visionary, which makes them a fun challenge to work with,” she notes. “They want the best of the best, to always deliver the best experience to their clients. Of course, I can relate to that.”

Schmidt says he often speaks to Kozak about networking and connectivity issues, “That’s a wonderful place for me to start, to call Ann and say: ‘How about this?’”

### How EPIC Creative stays connected and keeps clients happy

In the past, large corporate meetings at EPIC Creative offices were a challenge to schedule and hold. Because access point capacity quickly became strained, workers would be asked to shut off their devices while a meeting was in progress. This put a significant crimp on workflow.

“As a person working at marketing agency, it’s hard to be out of pocket for an hour and a half,” Schmidt notes. “You need to be able to multi-task, or even pivot if something comes up during a meeting that won’t wait.”

Now people can check messages and engage clients and remote colleagues while a meeting is in session. EPIC Creative leaders take pride in the boisterous back-and-

forth discussions at their conferences; Ultra-High Speed Data with Wavelength Solutions gives them more bandwidth to open up the floor and sound out new ideas.

In addition, visiting clients can work on their remote devices while they review and approve EPIC Creative concepts. This significantly reduces the potential stress of a presentation on everyone. So does a video feed that runs smoothly, without a hint of stutter or signal loss.

“Having our WiFi stay consistent is just a massive deal,” Schmidt says.

A Spectrum Enterprise Wavelength connected WAN with local WiFi also enables EPIC Creative to incorporate wirelessly tethered photography more readily, where images are captured and simultaneously reproduced on a shared screen for review. Clients often want an opportunity to view and vet images before they are employed in a prospective design; wirelessly tethered photography backed by ample bandwidth enables a higher level of collaboration.

“The old WiFi would choke up if too many folks were on the same WiFi access point,” Schmidt explains. “Now the process works smoothly, and there’s never a problem.”

“Spectrum Enterprise calls when they see a connection is down. That’s more proactive than any other vendor I deal with.”

– Bill Schmidt, IT Manager, EPIC Creative

### Gearing up for a bright future

Schmidt and his team can now run virtual private network work clusters in their offices without worrying about backhaul issues. They can also more easily support EPIC Creative staff as they develop their engagement with cloud technology, transporting vast quantities of data to and from a cloud server without fear of slowdowns.

Cloud technology is becoming a bigger part of the daily workflow at EPIC Creative; now they can do more with the extra data. “Before, on a busy day, if we were trying to do some data moves, we might see some performance issues people would notice,” he says. “That extra capacity is nice to have.”

So is a billing arrangement that replaces large up-front capital expenses with a monthly operating expense. Spectrum Enterprise services are easier for Schmidt to maintain, particularly when they come with stringent service level agreements and 24/7/365 support.

EPIC Creative always seeks new ways to serve their clients. Recently, a pair of marketing projects incorporated immersive virtual reality (VR) presentations. EPIC Creative account managers and designers are excited to explore this avenue of marketing growth. Schmidt is eager to take it on, too, knowing the capacity to manage such heavy data demand is no longer in question.

“We always want to be thinking a few steps ahead,” he says. “Ann always tells me how Spectrum Enterprise can help us do what we need to do in managed chunks. We don’t have to take it all on at once. We can break them up on a project basis as we expand.”



“A big business doesn’t always treat smaller customers well, but Spectrum Enterprise has always been there when I need them,” Bill Schmidt, EPIC Creative IT Manager explains.

### About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, Inc., is a national provider of scalable, fiber technology solutions serving many of America’s largest businesses and communications service providers. The broad Spectrum Enterprise portfolio includes [networking and managed services solutions](#); [Internet access](#), [Ethernet access and networks](#), [Voice](#) and [TV solutions](#). The Spectrum Enterprise team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. For more information, visit [enterprise.spectrum.com](https://enterprise.spectrum.com).

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