



“Having a local partner who understands who we are, what we are, and what we are trying to accomplish is truly awesome.”

Tim Birch, Playhouse Square

Vice President, Retail Operations, Sponsorship Sales & Technologies

Customer since 2007



CHALLENGES

Access

Capacity

Ever-changing needs

SOLUTIONS

Consistent high-speed access

Bursting capabilities

Local, reliable customer support

Faster Fiber. Better Business.

Nestled in the heart of downtown Cleveland, Playhouse Square welcomes in excess of one million guests to its more than 1,000 events annually. It is widely considered the nation's largest performing arts center outside of New York.

From Broadway shows and plays to concerts, comedians and family entertainment, Playhouse Square's impact is a key driver of economic growth and vitality within our region—and network accessibility is a critical component to its operations.

“As an entertainment facility, we are challenged to provide unique experiences. With everything from ticket sales to our day-to-day office needs, IT and telecommunications are critical to us,” explains Tim Birch, Vice President, Retail Operations, Sponsorship Sales and Technologies, Playhouse Square. “Everstream delivers the high-speed connection, consistency and stability that are critical for our success with customers and employees.”

Playhouse Square relies heavily on ticket sales. Notably when a major show's ticket sales open, customers create an influx of traffic online or flock to their phones to purchase tickets. Internally, Playhouse Square's team members use cloud-based software, making connectivity imperative.

“Everstream meets these challenges by offering us bursting capabilities and local customer support. It's great to have that responsiveness built into our relationship,” says Birch.

“I would highly recommend Everstream.”

Tim Birch

Each show Playhouse Square hosts has unique needs as well. Some require increased wireless demands or the ability to stream live video while others travel with their own phone system. Meanwhile today’s audiences expect access for interactivity and social media.

Founded in 2014, Everstream is a regional-based network service provider bringing fiber-based Ethernet, internet and data center solutions to businesses throughout the Midwest. The company focuses on delivering best-in-class network solutions while providing an unrivaled commitment to customer service. Notably, Everstream’s network has the flexibility to allow customers the opportunity to burst—or temporarily exceed their bandwidth to accommodate a spike in inbound traffic—when needed.

“What makes Everstream different is we are a 100 percent owned fiber network,” explains Bill Major, Vice President, Sales and Marketing, Everstream. “We’re able to deliver end-to-end fiber solutions—while being flexible, scalable and customizable—to meet our customers’ business needs today and into the future.”

Playhouse Square has been an Everstream customer since 2007.

“We are very reliant upon Everstream’s capability to deliver consistent, reliable service,” says Birch. “As a complex performing arts center, our needs have grown over the years. As our relationship with Everstream has met those needs, we continue to depend on that reliability.”

With more than 9,500 route miles of fiber across five states and comprehensive data center connectivity at 10 Gigabit speed, Everstream provides the fastest network in the region. Everstream’s network allows businesses to operate a converged IP network capable of delivering robust voice, video and data services at speeds up to 10 gigabits per second.

“The Everstream difference boils down to our customers and our people more than anything. Everyone has a network, of course, and people expect that network is going to be reliable and service their needs,” says Brett Lindsey, President and CEO, Everstream.

“For Everstream, it’s about our customers, our people, and the investment that we put into both to make certain that our customers have an experience that is above and beyond what they would receive from our competitors,” continues Lindsey.

Turns out, the investment in human capital is working.

“We’ve never had an issue with Everstream,” notes Birch. “Having that stability in our world is tremendous.”