



CHALLENGES

Reliability

Complex details

Constituent expectations

SOLUTIONS

Consistent high-speed access

Built-to-suit infrastructure

Local customer service

Faster Fiber. Better Business.®

In the fall of 2016, the city of Cleveland, Ohio, was on a high—still buzzing from their Cleveland Cavaliers’ comeback sweep to win the franchise’s first NBA Championship and eagerly counting down the days until the Cavs would be back in action once again.

Behind the scenes though, team personnel were scrambling to ensure Cleveland Clinic Courts, the practice facility for the Cavaliers and host location for the team’s 2016 media day, would be adequately equipped to handle the onslaught of expected media clamoring for access to the 2016 NBA Champions.

With a window of just 30 days, Everstream stepped up for the Cavaliers.

“Everstream was able to bail us out of a media day that was about to tip off to a national media in which our pipe went down,” says Michael Conley, Senior Vice President, Chief Information Officer, Cleveland Cavaliers. “We needed a secondary solution to make sure we could satisfy the national media. Everstream was there.”

Tucked away in Independence, Ohio, Cleveland Clinic Courts is where the Cavaliers live during the preseason, regular season and into the postseason.

“Fiber is really only as good as the carrier that is bringing it to your curb itself.”

“It was built purposely to give our players an environment that they feel comfortable to live, work and play,” notes Conley. “The facility is a home and, with a home, you need to have the utilities that bring that sense of comfort.”

Everstream is a super-regional network service provider bringing fiber-based Ethernet, internet and data center solutions to businesses throughout the Midwest. Everstream focuses on delivering best-in-class network solutions while providing an unrivaled commitment to customer service.

“Everstream’s all-fiber network is 100% built, owned and operated, and is exclusively for business clients,” 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’ unique business needs.”

Everstream supplies the Cleveland Cavaliers with internet and point-to-point connections as well as Dark Fiber.

Everstream created a direct path for the Cavaliers between Quicken Loans Arena and its practice facility—a span of 8 miles. This allows the Cavaliers to take advantage of their network’s main core, which is housed at the Q, and delivers the reliability of that core connection to both the Cavs’ home facility and their home away from home.

“The reliance on the connectivity to the backbone is really important,” notes Conley.

Cavs players and coaches, staff members and the media each rely on this seamless connectivity in myriad ways.

While at Cleveland Clinic Courts, Cavaliers’ players can interact with fans via social media or use the facility’s film room to break down plays.

Staff members can access necessary applications whether they are logged in at Quicken Loans Arena or Cleveland Clinic Courts.

Members of the media rely fiercely on the stable, high-bandwidth connection, which is critical to their deadline-driven profession.

“We’ve had local media, regional media, national media, global media come in here. All of them are chewing on that pipe and that bandwidth to be able to tell that story back out to the folks outside these walls,” Conley says.

“Fiber is really only as good as the carrier that is bringing it to your curb itself,” he continues. “Having a local provider—that is right in our backyard—laying the groundwork and the framework for a connected city was a great opportunity for us to partner with Everstream.”

Everstream engineers monitor, manage and maintain visibility and control over the entire network from the company’s 24/7 Network Operations Centers.

“With an environment for excellence, you better have an infrastructure that supports that as well,” says Conley. “The foundation of what we’ve built is really predicated on that, and Everstream being the fuel that helps us bring that fire—it’s a great story to tell.”