



# ONEBurbank Meets Captions, Inc.'s High Expectations



**ONEBurbank is a suite of BWP fiber optic services offered to Burbank businesses in need of exceptionally fast and reliable bandwidth. ONEBurbank rolled out in December 2010 and in the past year a number of customers have signed on to the service. Let's let Liz DeKam, General Manager of Captions, Inc., describe her experience with ONEBurbank.**

Imagine you are sitting at your desk trying to accomplish your work list for the day and all you hear are the voices of your staff and independent contractors clamoring that their uploads and downloads are taking forever and are constantly failing, and then a quiet voice from a kind client tells you everything is going electronic delivery. Everything? In the not-so-distant future? Everything. My head hurt.

My name is Liz DeKam, and I am the general manager of Captions, Inc., a small, fiercely independent, perfection-driven captioning, subtitling and translation agency that has been blessed to have its business located in Burbank since 1999.

When faced with the dilemma of how to move the company into the digital delivery world, we were at a loss because of the seemingly overwhelming myriad of options. Cable? Wireless? Fiber? Copper? A combination of services? Our company's Director of IT Services, Doug Cotton, created spreadsheets of Internet connectivity and network monitoring options, and I literally cleared off my desk to study the choices. I was not happy.

We assessed the broadband capacity we currently had; we assessed our estimate of what we needed in the near future and our best guess for down the road. Then, we assessed the quotes we received for broadband services for capacity, hardware needs, set-up fees, conversion transition downtimes, contract commitments and costs. My eyes were starting to cross.

As we sifted through all of the information, a clear leader emerged: the ONEBurbank Dedicated Internet Access (DIA) services from Burbank Water and Power.

Why? At first, we were convinced because of the capacity and costs. But after we contacted BWP, we were convinced not only because of the product and price, but because of the people and the process.

Have you ever needed something in your life to simply work out well? Our quest in running our business is to concentrate on our core competencies: captions, subtitles, translations. We pride ourselves on our never-ending goal of getting every word right in our files, and treating our work as an art form, not a commodity. The distraction of establishing a solid digital delivery system for the company was, well, a distraction from what we wanted to focus on most: our text and final render format capabilities.

BWP's personnel proved to be responsive, helpful, knowledgeable, professional, communicative, respectful of our need for no work to be done on-site during client meetings, patient when we asked the same questions repeatedly because we did not understand the scope of certain issues, and all-around pleasant to work with. The planning and transition process was so extremely well-managed by BWP that it seemed seamless. The best part is that our contract is scalable and flexible. If we need to subtract or add to our service, we simply have to call and notify BWP. We are not faced with an expensive contract buyout or restricted to a certain time frame to adjust our contract. What a relief.

Since April 2011, Captions, Inc. has been a ONEBurbank customer. Not once in these months, not once, has anyone – a staffer, independent contractor or client – mentioned any issues with uploads or downloads whatsoever. "The service from BWP has been faultless, thus far," reports Doug Cotton. How's that for service? That, in our opinion, is spectacular, and we are exceedingly grateful to BWP for providing us with ONEBurbank – this most excellent business development tool.

Now, those clamoring voices about the upload and download slowness and disconnects are quiet, and we are able to concentrate on developing our business and



Liz DeKam and office dog  
Trinity at Captions, Inc.

we can only imagine how far we can go down the road to success with the help of ONEBurbank.



*Captions, Inc., is located at 640 South Glenwood Place, Burbank, 91506, and would welcome any queries about our experience with ONE Burbank. Please feel free to contact Doug Cotton at 1-800-CAPTION.*

**Thank you, Liz, for sharing your experience! For more information on ONEBurbank services, please call BWP at 818-238-3113.**