

## ECAST



Ecast delivers on-demand music to digital touch-screen jukeboxes in bars and restaurants throughout the country. The 100-employee, San Francisco-based firm powers 7,500 jukeboxes that provide content to over 42 million listeners per month. The Ecast customer base consists of 1,200 operators who own and service every box on the network.

### OBJECTIVE

Ecast sought to simplify installation and improve service to their customers by accelerating the connection process that gives users access to their online music network.

Previously, each jukebox drew its Internet connectivity from the landline provisioning of broadband. Since units spanned the country, a host of broadband service providers were necessary to connect each customer to the network. Working with multiple providers made it difficult for Ecast to leverage service discounts or provide prompt broadband service to their customers. Ecast wanted to expedite the Internet connectivity process to reduce the support costs, increase its customer satisfaction rates and get revenue to its operators more quickly.

### SOLUTION DESCRIPTION

In March 2006, Ecast equipped 25 wireless jukeboxes with AirLink Raven-E modems and deployed them using Verizon Wireless' BroadbandAccess (EV-DO). A month later, the company rolled out an additional 20 test units to confirm its initial success. Ecast now has 500 wireless units making their way into the field, and it anticipates rolling out more than 3,000 new wireless enabled boxes in the next year.

"3G CDMA mobile broadband allows us to ship fully-online jukeboxes directly from our partner's factories," touts Bruce Guerra, director of operations for Ecast. "Now they can be delivered 'hot' to the destination. From the moment the jukebox arrives, patrons have immediate access to our immense online catalog of music."

Having the bells and whistles available upon installation is a huge advantage when it comes to customer satisfaction. "Previously,



[www.ecastnetwork.com](http://www.ecastnetwork.com)

### COMPANY

- Ecast delivers on-demand music to digital touch-screen jukeboxes in bars and restaurants throughout the country. The 100-employee, San Francisco-based firm currently has more than 7,500 jukeboxes that are owned by 1,200 operators.

### OBJECTIVE

- Simplify the Internet connection delivery process and eliminate the delay between installation and online operation of its digital jukeboxes

### SOLUTION

- Verizon Wireless BroadbandAccess (EV-DO)
- AirLink Raven-E modems

### RESULTS

- Increased the rate of monthly jukebox placements, targeting a sustained 65 percent jump
- Moved up the revenue streams by two to three weeks, capturing new income
- Reduced Ecast support interface time with carriers
- Streamlined back office administration by consolidating units nationwide on one wireless bill



**ALIST™**  
*Winner*



**Ecast is the 2006 winner of the 3G A-List Award in the Small Company category.**

The 3G A-List Awards recognize the leading builders of successful wireless data solutions based on 3G CDMA (CDMA2000 1X, EV-DO, and UMTS/HSDPA) technology. **To learn more about the A-List, please visit [www.3galist.com](http://www.3galist.com)**

#### **SUPPORTING PARTNERS**

The A-List also recognizes supporting partners for their enabling role in assisting winners with their wireless data deployments.



Ecast jukeboxes were installed once a broadband line was fully functional," Guerra explains. "That meant weeks of waiting once bar and restaurant owners decided to add an Ecast jukebox to their location. For customers expecting to start their music downloading immediately, that delay was a big disappointment."

## **RESULTS**

The operators are very excited about the 3G CDMA wireless feature. "They love the fact that now they walk into any bar or restaurant, give a live demonstration, and install the jukebox right there on the spot," Guerra says. "As a result, we expect to increase deployment from the current 400–500

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*Bruce Guerra  
Director of Operations  
Ecast*

level to 700–800 units per month."

Instantaneous wireless connectivity results in more revenue for everyone in the value chain. "If customers can get the jukeboxes online two or three weeks earlier, they make more money," explains Guerra. "Since Ecast gets a percentage of that, it boosts our revenues too."

The 3G CDMA solution also relieves a burden from Ecast support teams as they can reduce their interface time with carriers. They can also be more proactive with support because they know immediately if service is down.

This is in contrast to the long delays that are possible when wired Internet service goes down. "The streamlining of the carrier interface is a major win for Ecast in terms of support," recalls Guerra. "In the first four months, I didn't need to provide any service for the 45 boxes out there. Going forward, I'll need to hire fewer employees to keep up with our network growth."

EV-DO has also made back office administration easier. With landlines, Ecast gets an individual bill for each jukebox location. With the new solution, it receives one bill from Verizon Wireless that includes every wireless location across the United States. There are no cancellation fees either. "Under the wired Internet model, if an operator terminates a location within a year of installation, there is a \$200 cancellation fee," says Guerra. "With the wireless solution, that expense goes away. The operator can simply move the unit someplace else without having to involve the service provider."