



ONEBurbank's Service Reliability is Priceless for ATB Studios



ONEBurbank is a suite of BWP fiber optic services offered to Burbank businesses looking for exceptionally fast and reliable bandwidth. Visit **ONEBurbank** at **ONEBurbank.com**

When the Ahlich family's book bindery business fell victim to the Great Recession in 2007, the 40-year old Burbank company was forced to close.

Left with a large and empty open warehouse space, the family explored its options, decided to renovate, and created a 'studio approved' production site. In 2010, they opened their newly transformed 37,000 square foot facility, naming it ATB Studios, an acronym for Area Trade Bindery, in a fond nod to the space's former use. The business grew as continual upgrades and improvements were made. The production stages are used for film, television, music, and other functions. ATB Studios proudly counts CBS, NBC, Food Network, and MTV as clients.

Lucy Platner and Tom Ahlich, ATB Studios' owners, talk about BWP's ONEBurbank fiber service:

Our number one job is to provide our clients with the best one-stop studio space possible. As we improved our facility and our customer base expanded, our internet service provider was simply unable to meet our clients' demands. Constant outages, poor customer service, and general unreliability were frequent distractions from our business. It was critical to improve our infrastructure if we were to continue growing our company.

In the fall of 2015, we learned about ONEBurbank from other production studios in the area. Some of our biggest customers were demanding a more reliable ISP service, so we decided to switch to ONEBurbank for better dependability and bandwidth. The installation was quick, had minimal impact to our business, and the transition from our old ISP was seamless.

With ONEBurbank, we don't get service interruptions, sluggish service, or poor upload and download speeds. We receive reliable support. ONEBurbank allows our clients to complete their work on-site, in a timely fashion.

The cost is a bit more than other ISPs, but continued service reliability is priceless in the studio business. For ATB Studios, ONEBurbank was the right choice for our clients, and for our continued growth.

We welcome ATB Studios as another satisfied ONEBurbank customer! Visit their website at atb-studios.com for more information.



Above: (L to R) Ray and Gen Ahlich, founders of the original book bindery business which gave rise to today's ATB Studios, currently operated by their children and grandchildren.