

Helping small businesses connect to Metronet

With 'lit building' approach, tenants share service costs



By GENE STOWE
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Downtown South Bend leaders are fashioning creative ways to bring the St. Joseph Valley Metronet's vast broadband and connectivity advantages to smaller businesses in large multi-tenant buildings downtown.

The "lit building" approach provides a way for tenants to share the price of bringing services into the building, establishing an economy of scale that reduces costs for everyone while increasing the available technology.

"It brings Metronet-type applications into these select buildings where you've got a concentration of users," says Bryan Baker, a partner with Com Control, explaining that the technology does for medium and small businesses what Metronet does for large users.

"It delivers Internet and data connectivity about half the price, and sets a solid platform for emerging technologies such as VOIP," he says.

Tribune Photo/BARBARA ALLISON

Bryan Baker of Com Control, from left, along with Matt Wiseman of TranTech Electric, and Bob Tadevich of Network Solution, Inc. hope to make Metronet connectivity available to small businesses in multi-tenant offices. They are pictured in the ComControl offices in South Bend with some of the equipment that help them offer the service.

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