

Company: Dennis Publishing

Industry: Publishing

***“Distribution models for the new types of editorial content we are producing need a different type of network support. The high capacity and the utmost reliability we get from Urban Wimax enables us to provide streamed video content to a large number of subscribers at once.”***

Rod Kesterton, Head of IT, Dennis Publishing

## The challenge: Cost-effective incremental bandwidth for internet access

Founded in 1974, Dennis Publishing is one of the world's leading independent publishers. The group consists of a number of operating companies in both the UK and USA and it is one of the fastest growing independently-owned media companies.

The company publishes a diverse number of magazines in the UK, including many well-known titles such as Maxim, Auto Express, PC Pro, Viz and The Week. Its biggest global success, Maxim, is published in 21 editions in 32 countries.

In 2006 the publisher launched a web-based magazine called monkeymag.co.uk featuring a large amount of streaming video content. Links to this content are emailed to readers every Wednesday, and the subsequent simultaneous access to many streaming video sources was proving a struggle for Dennis Publishing's existing network.

Dennis Publishing's Head of IT, Rod Kesterton comments; “Our internet connection was becoming increasingly critically linked to our day-to-day business. We needed to be assured that our internet connection, and specifically the ability to upload, would be reliable and of sufficient capacity.”

After investigating the options, Kesterton concluded that, “Urban Wimax offered a quick, risk-free opportunity to boost bandwidth at a very attractive price. The non-cable nature of the delivery via the Urban Wimax network was attractive as it offered a truly diverse route into the building.”



## Implementing Urban Wimax

Urban Wimax uses a 'standards-based' Wide Area Network technology that provides high-throughput broadband connections over long distances. It is an intelligent technology that supports many different types of application, from videoconferencing through remote access to web surfing, all at high level of service.

The technology was just what Dennis Publishing's IT team was looking for, according to Kesterton: “We needed an alternative route on a very restricted budget. Research showed us that Urban Wimax fitted the bill. They were flexible and I like their approach. As a company, they're large enough to be taken seriously, but still small enough for the personal touch.”

Urban Wimax uses mapping software to assess the capacity it can offer a business, depending on their location and distance from the base station, without the need for an engineer to travel to the site. Using this software, Urban Wimax was able to offer Dennis Publishing up to a 10Mbps symmetrical connection.

Deployment was very rapid – in fact the physical installation took just one day. Because, unlike DSL suppliers, an Urban Wimax connection does not require cabling or copper telephone lines, it caused no disruption to the company. It now seamlessly provides a high level of service connection for all Dennis Publishing's needs, with the high transfer rate required by the industry.

Dennis Publishing decided to retain its original load-balanced backup SDSL to complement the Urban Wimax connection. To date, the two systems have worked perfectly well together. Using the two different connection types means that Dennis Publishing can be even more confident that its business activities will not be disrupted by any service failure.

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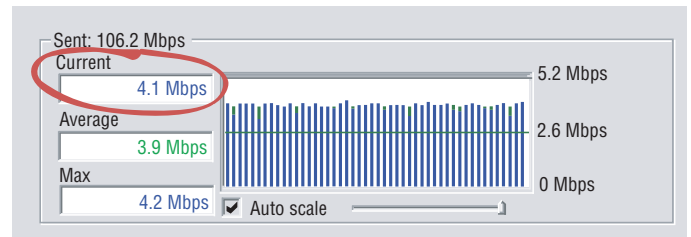
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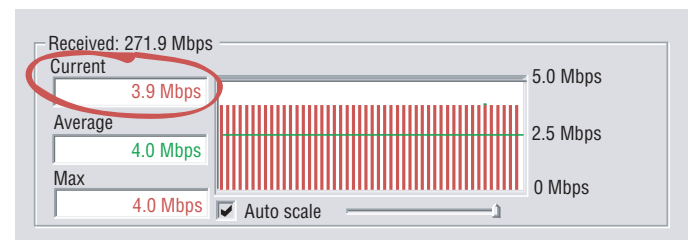
## Future Plans

With the company very happy with the service, Kesterton is now considering expanding it to their other office sites. Urban Wimax can also offer incremental upgrades beyond 10Mbps, something that Kesterton is assessing for potential use.

## Urban Wimax Independent Test Results



Download



Upload



## Summary:

### Key Benefits:

- Additional bandwidth needed to serve the new distribution models for the publishing house's content
- Greater connection flexibility substantially decreases the risk of service interruption
- Ongoing technical support
- Potential incremental upgrades to 10Mbps

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