

Company: Haunch of Venison

## Industry: Contemporary Art Galleries

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Alan Paul, Head of IT, Haunch of Venison gallery.

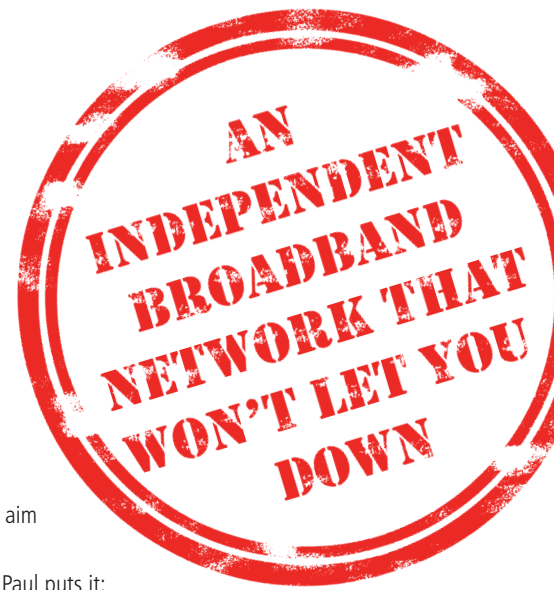
### The challenge: Reliable, increased bandwidth without increased cost

Haunch of Venison was founded in June 2002. It is the largest contemporary art gallery in central London, with 10,000 square feet of naturally-lit exhibition space. The gallery's aim is to create a challenging programme of exhibitions that will greatly contribute to the London arts scene. From its inception, the gallery's exhibition programme has presented both new and established artists. Now owned by Christie's, it is considered one of the most exciting players in the international modern art scene.

Haunch of Venison's two London offices, both located in Mayfair, house 35 staff, with further major galleries in Zurich, New York City (with another planned soon) and Berlin.

A business that is involved in the buying, selling and display of modern art in today's global market needs to ensure an artist's work (often video or graphics files) can be transferred anywhere around the world, quickly, and without sacrificing quality. As a result, most of the workload for the Haunch of Venison's network connections is in transferring large image files showcasing art.

The main London gallery's connection was originally SDSL provided by BT, and was adequate for its needs. As the commercial advantages of large file transfer became increasingly clear, and the number of galleries expanded, Haunch of Venison was forced to consider increasing its bandwidth.



The gallery initially approached BT with the aim of simply upgrading its connection. But as Alan Paul puts it:

"What they were proposing was just way too expensive." What is more, Paul had been less than impressed with BT's customer service. "We supposedly had a designated account manager and it all sounded great until we needed something," he says. "Then they noticed how small we were, compared to many of their clients, and we really had to chase them to get any attention."

This lack of credible customer service was one of the major factors that led Paul to assess alternative suppliers, leading ultimately to Urban Wimax.

### 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 a high level of service.

Having concluded that his current supplier could not provide the level of customer service and bandwidth required at a reasonable price, Paul decided to take a closer look at Urban Wimax, which had approached the gallery prior to his joining.

"We were a bit sceptical about wireless at first," says Paul. "You're used to mobile phones and so on, but a broadband service without cables just didn't seem possible. It wasn't until I met Urban Wimax's representatives and went through the technical details that we were convinced it was a viable option."

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Once he was sure that Urban Wimax and its technological approach could deliver the reliable service the galleries needed, the decision was taken to install a 4Mbps connection. The following month the system was up and running, but there was a slight glitch.

"We had a few teething problems to begin with," says Paul. "The bandwidth was not quite the 4Mb we had requested, although it was quite close. When I got in touch with Urban Wimax, they came straight over. All it took was some tweaking to the antenna and we were soon up to the full 4Mbps."

Did this mean Paul was disappointed? In fact, the opposite is true. As he says: "I think this is more of an illustration of the care and attention Urban Wimax give their clients than a criticism of the technology or installation."

Paul's final opinion of the Urban Wimax system says it all: "It's faster, but is just as reliable as our SDSL system. And cheaper, of course!"

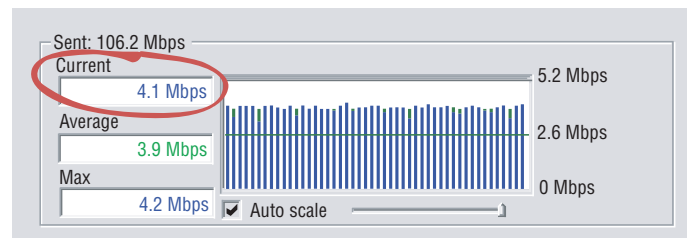
### Future plans

Currently, the Urban Wimax connection is being used as backup for Haunch of Venison's previous SDSL system, but Paul is so pleased with the system he intends to entirely replace his old cable-based connection with the Urban Wimax service. As the worldwide network of galleries expands, so will Urban Wimax in order to cater for the growing amount of files being exchanged.

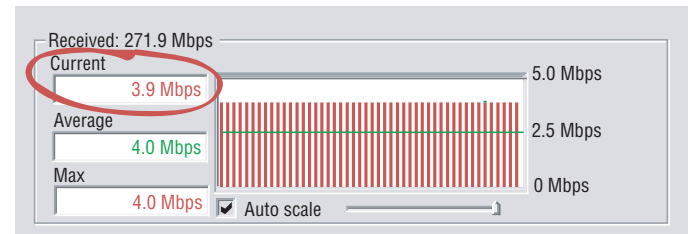
Another future possibility for the galleries is investment in VoIP, and Urban Wimax is the ideal solution to support this kind of application.



### Urban Wimax Independent Test Results



### Download



### Upload

### Summary:

#### Key Benefits:

- Faster, reliable connection
- Excellent customer support
- Cost-effective

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