

Company: redroute

Industry: Advertising

“Urban Wimax is offering a level of service far above what we are used to expecting from a supplier in the technology industry. The customer support is highly responsive and the network is totally reliable.”

Steven Cooper, Managing Director, redroute.

The challenge: Improving the quality and availability of the network

Redroute is a full-service advertising agency conducting advertising, direct marketing, digital and integrated campaigns on behalf of clients such as Corus steel, Sabre Travel Network, the National Blood Service, and technology companies including SWYX, Teline and Quadriga.

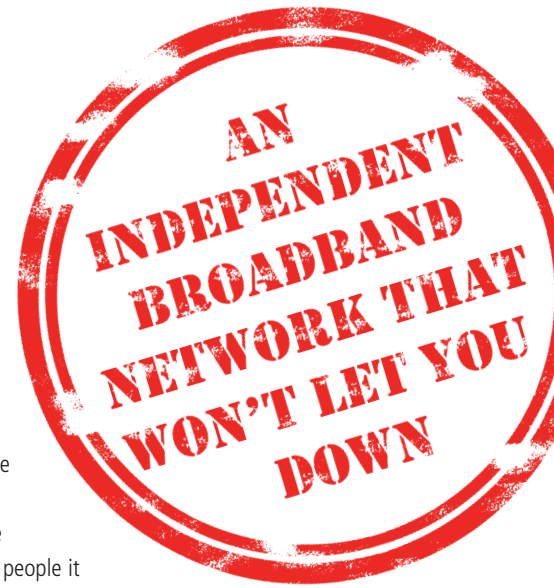
The agency has a core planning and creative team of up to 10 people based in London and a much larger production team of 18 in Sheffield. Online communication between the two offices is essential to the business, as is the ability to exchange material with clients.

Furthermore, the company's network needs to be able to handle very large files, typically of up to 30 or 40 Megabytes, while the agency is working on design items such as posters or websites. As Managing Director Steven Cooper puts it: “Our business thrives and survives on the internet.”

However, access to the internet was not always straight forward before the company adopted the Urban Wimax service. Previously, redroute had relied on a 16Mbps DSL and voice-over-IP service from Bulldog Broadband. But this was less than satisfactory.

“Our old system often went down and it could take days to get hold of someone who could help,” says Cooper. “At one point we were left for four days without internet, email or any form of network support. We couldn't even send files to each other in the office. It was a nightmare for a whole week.”

The Bulldog service was cheap, at £55 a month but, says Cooper, “You get what you pay for. It was supposed to be an 8Mbps line but I was never



convinced because it was so cumbersome and slow. We needed the link to be strong and efficient, but if you were sharing it with 15 other people it slowed down, crashed, and emails took an eternity to send.”

In addition, the setup was not that simple. Redroute has a BT line for its switchboard and fax machines, plus another BT line for the Bulldog service, and gets bills from both service providers.

Following one incident of four-day outage Cooper was determined to find a better way of providing network access for the company. He came across Urban Wimax's service, and organised a demonstration.

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.

Setting up redroute's Urban Wimax network only took a day and Cooper was pleased with the engineers' efforts; “I think they went a little beyond the call of duty, even configuring our own wireless router for use with the system!”

Since installation, the network has not let the agency down once. Cooper laughs, “Our single momentary glitch right at the beginning was memorable because Urban Wimax actually noticed the fault and told us about it before we were aware ourselves!”

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"We've been very impressed so far," says Cooper. "The service has been good, as we have had no interruptions. Customer service is excellent and my internet access is a lot quicker. With Bulldog it was quite quick but now when I click on something on the screen it reacts instantly."

"We do a lot of work in the telecommunications market but before coming across Urban Wimax I was not familiar with the technology. From a business perspective, we are paying more than we did with Bulldog but we can fully justify it because of the higher level of service and availability."

Future plans

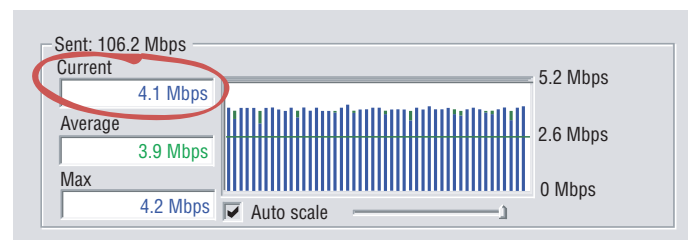
Redroute is currently running its Urban Wimax network concurrently with the DSL broadband service, because the latter still provides the foundation for the agency's voice over IP system, which Cooper admits "is not very good."

However, the company is planning to move the VoIP service onto Urban Wimax as soon as is convenient, and end its contract with the DSL provider.

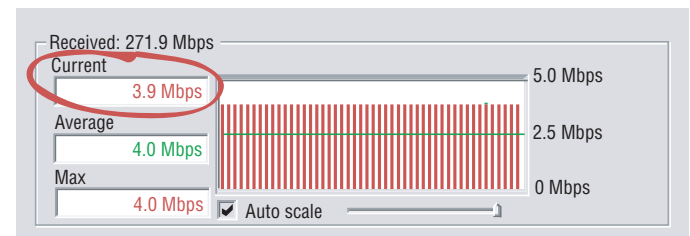
The next big IT task on the agency's agenda, though, is to use the network for remote access, which will allow people in Sheffield to directly see the work being carried out on screens in London.



Urban Wimax Independent Test Results



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Summary:

Key Benefits:

- Greater network availability
- Improved customer service
- Simplified network infrastructure
- Potential for delivery of services such as VoIP and remote access
- Fast, reliable transfer of large files

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