

Company: Tribeka

Industry: Computer software provider

***"It is no exaggeration to say that Urban Wimax has provided a crucial key to securing the future of our business model"***

Andreas Möller, network engineer, Tribeka.

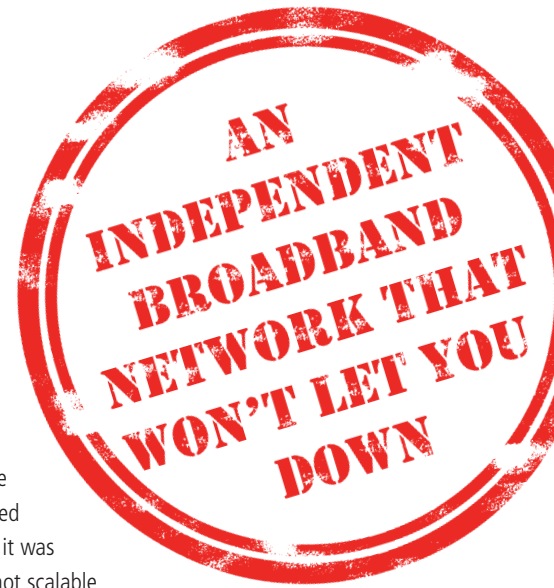
**The challenge: A faster, more reliable connection**

Tribeka is a computer software supplier whose SoftWide System™ provides retailers with an 'on-demand' software system. Tribeka is based in Baker Street in Westminster, London, with two stores in Heathrow Terminal 4 and Watford. Rather than stocking bulky boxes of pre-loaded and packaged solutions, Tribeka's sales teams produce software CD's and print packaging in-store immediately after receiving an order from a customer.

This approach means that Tribeka's stores can offer customers a wide choice of over 1,800 types of software, whilst minimising stock storage, deliveries and shrinkage. As software releases become more frequent, customers can be assured that they are getting the latest version, whilst the stores no longer have to manage new stock intake or offload outdated versions. Tribeka's revolutionary online 'just in time' supply model enables its retail outlets to guarantee availability of software, limit inventory management and also lower central overheads.

To deliver a fast, efficient and guaranteed service to the retail outlets and customers, Tribeka needs to guarantee sufficient bandwidth for the SoftWide System™. It also needs to manage the digital rights management (DRM) licences between users and the software providers with the same speed with which the product is distributed.

"Our main challenge was finding a suitable solution to our requirement for a high bandwidth, symmetrical connection that was incredibly reliable", explained Andreas Möller, network engineer at Tribeka. "Fixed-line ISDN, PSTN and DSL connections carry the risk of external events disrupting the



service, and although we did look into a high-speed cellular network option, it was just too expensive and not scalable enough to meet our likely future requirements. Urban Wimax presented the speed and reliability that we needed today, along with the scalability to cater for our future plans at a good price."

**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.

In December 2006, Urban Wimax installed capabilities at Tribeka's office in Westminster. After remotely assessing the signal strength available to Tribeka's Baker Street site, Urban Wimax simply installed an antenna on the roof of the building and fitted a cable connection into the main office, which is then attached to a router and the company's internal communications infrastructure.

An engineer from Urban Wimax spent just two hours setting up the service in the morning, and the network was tested and put straight to use later that day. It was a simple installation process that presented no challenges and the service has run smoothly without interruption ever since deployment.

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Although the Urban Wimax solution is still newly implemented, Tribeka has already seen major benefits. Using the Urban Wimax link as the primary network for software sales, as well as for applications such as email and web communications, Tribeka has been able to increase the speed with which it gets its product out to the stores, sometimes as much as ten-fold. It can also handle more downloads throughout the day, so that customers in the stores are served quicker and more efficiently than ever.

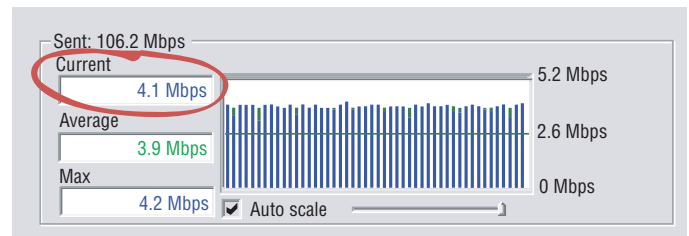
Möller commented; "The new, faster connection from Urban Wimax enables us to sell more software licences through our retail outlets faster and at lower cost. It has made the distribution process more reliable than our previous fixed line network. Our system is now more scalable and, now that we can provide more licenses in less time, we can progress with plans to sign up another retailer to use our product."

## Future plans

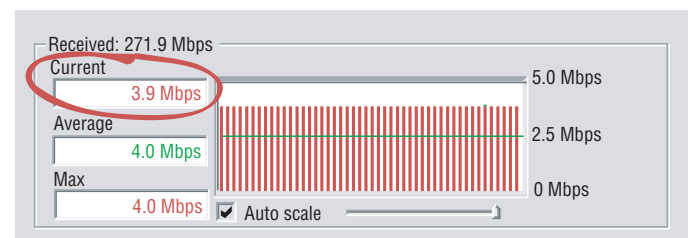
The Urban Wimax connection has been such a success that Tribeka now plans to sign up another retailer to sell its products and expand its customer base.



## Urban Wimax Independent Test Results



Download



Upload

## Summary:

### Key Benefits:

- Symmetrical connection gives upload capacity required for 'just in time' software distribution model
- More reliable than fixed-line communication alternatives, at 60% of the price
- Fast service roll-out
- Easy connection portability in the case of office relocations

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