

Company: Unattend

Industry: Business and IT consultancy

Unattend is a West London-based professional solutions provider that specialises in providing business and IT consultancy services to small and mid-sized companies. Designed as the antithesis of a 'box shifter', Unattend invests time finding the best-fitting product for its customers.

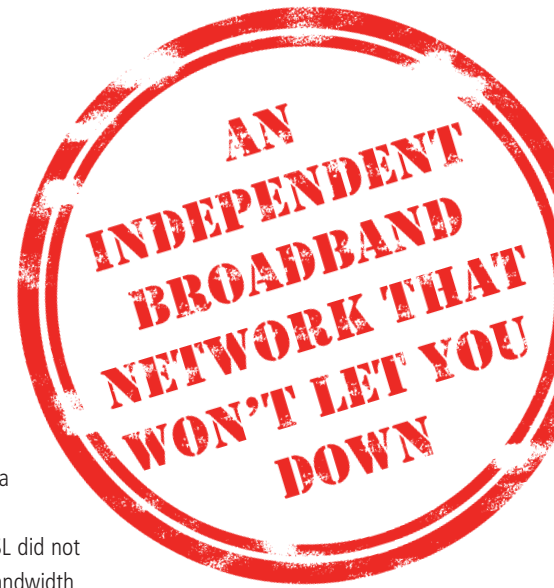
"For some time we had been looking for a broadband provider who could deliver a connection to a building wirelessly, with technical excellence and a commitment to customer service that matched our own. As soon as we met Urban Wimax, we knew we had found a company that we could rely upon to hit the ground running and deliver reliable, technically excellent, cost-effective broadband connections to our customers"

John Warwick, Unattend

The challenge: identifying the best solution for a high performance broadband solution that could be rapidly installed into 4th floor offices

Unattend's customer, What's On In London magazine, had recently come under new ownership and was looking to move offices. They wanted to take the opportunity to invest in IT to turn the magazine around.

After suitable premises on the Strand had been identified, the challenge for Unattend was to identify a company that could rapidly install a high performance broadband connection that would not only enable the magazine's 100-odd pages to be sent quickly in electronic format to the printers each week, but also support day-to-day internet activity, run an email server onsite and provide VPN tunnels for staff that work from home.



Short lead times meant a leased line could not be implemented, while ADSL did not offer the resilience or bandwidth required and would also have been a struggle to implement as the building presented it's own challenges running copper to the 4th floor.

"We considered alternative options," explained John Warwick, "but it was clear that the solution lay with Urban Wimax who lead the field for proven implementations."

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.

Within five days of their initial conversation with Unattend, Urban Wimax had carried out a site survey at the magazine's new offices and completed the installation. This enabled the magazine to move into its new offices at least four weeks earlier than otherwise would have been possible.

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The location of the new office was not within line of sight of any of Urban Wimax's base stations, but this did not cause any difficulty, because the company uses mapping software to assess the capacity it can offer to any customer depending on their location and distance from the base station, without the customer having to wait for an engineer to travel to the site. Using this software, Urban Wimax was able to offer Unattend's customer a symmetrical connection, which is vastly scalable to cope with the company's surges in bandwidth needs.

Soon after installation, a crane was erected nearby which interrupted the path of the Urban Wimax signal. Warwick explains, "Urban Wimax responded very quickly - in fact they had professional engineers on site within two hours - and repositioned the antennae to bounce the signals off another building."

25 people at What's On In London now work off the Urban Wimax connection, which is critical to all business functions.

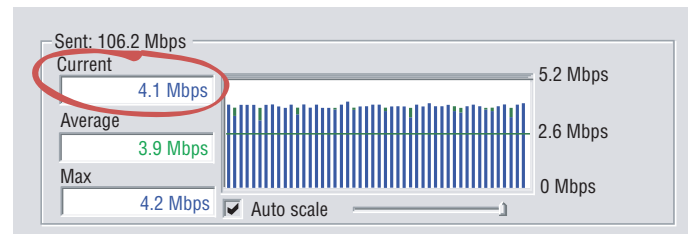
Future plans

Urban Wimax's intelligent application of the technology, technical expertise and service excellence has ensured they will be front of mind when other customers approach Unattend for high-throughput broadband connections.

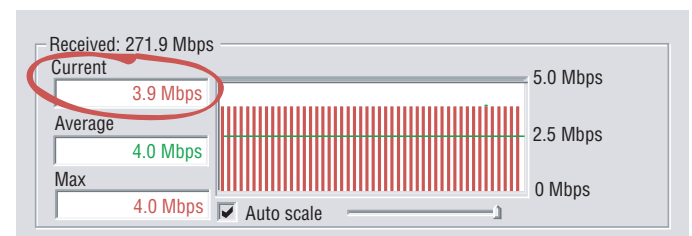
Warwick concludes, "Working with Urban Wimax we learnt that there really are still small and efficient companies in the UK that are developing and using cutting edge technology. It's great to see pioneers in this field that are passionate about what they do, and back up good business minds with technical intellect and customer service."



Urban Wimax Independent Test Results



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Summary:

Key Benefits:

- Significantly shorter implementation time
- Excellent technical support
- Markedly less expensive than symmetrical DSL or fibre alternatives
- Reliable connection
- Ability to upgrade bandwidth easily

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