

Company: Vital International

Industry: Technology services

"Our customers can choose between DSL, ADSL, Urban Wimax Services, T1 or T2 leased lines. Urban Wimax trumps them all at some point."

Bob Wright, Chief Executive, Vital International

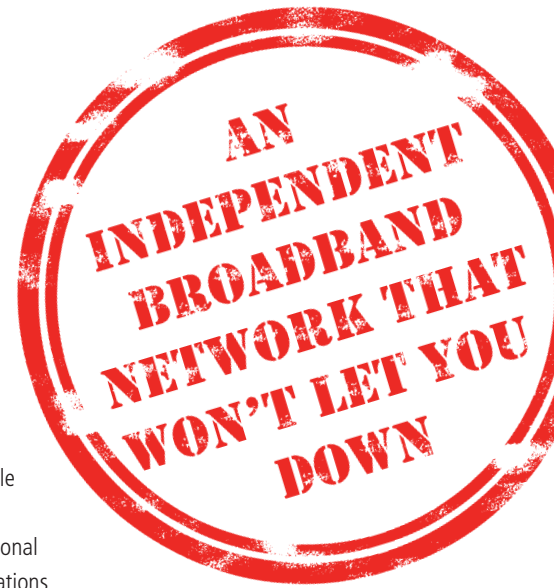
The challenge: Broadening clients' connection options for competitive advantage

Vital is an established data storage and communications group. From its facility in West London it provides a large range of technology and service-based communications solutions to support its clients' businesses. Vital's product portfolio encompasses data storage and business continuity solutions, internet access, hosting and bespoke internet related solutions.

The company's strategy is to listen to its customers and build services around their specific requirements. With disaster recovery always needed, its portfolio has been extended to include complex data-mirroring and duplication services. Furthermore, working with partners, Vital is able to deliver its solutions across Europe, the Middle East, USA and the Far East.

Vital has forged relationships with a wide range of clients across a wide spectrum of industries, including insurance, new media, aviation, legal, banking, hotels and the financial sector. Most are on fixed-term contracts of several years and in providing outsourced IT services, it is vital for Vital to be able to offer its clients the highest possible levels of service right from the server rack to the user's screen.

"In this environment," says Chief Executive Bob Wright, "The last mile is key to us as an ISP. We are always looking at new technologies and how we can create a competitive advantage."



Traditionally, this last-mile connection has been delivered through traditional fixed line telecommunications providers. With the arrival of Urban Wimax in the UK market, Wright realised it would be important to incorporate Urban Wimax services into Vital's sales portfolio.

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.

While the wireless aspect of the technology may be of interest to some clients, Wright says it also creates confusion because "they think it is a version of Wi-Fi. There is a lack of awareness of what the technology is, which means you need to educate clients a bit."

He adds: "Even the IT people in our client organisations are not usually telecommunications specialists, so they do not necessarily understand what 'standards-based' Wide Area Network technology is. You need to tell them that it is symmetrical and can provide up to 10Mbps in each direction."

However, says Wright, one thing that most new clients can grasp immediately is how quickly they can have it. "The speed of deployment is great—with Urban Wimax we can cut that right down to five days or less. It is a huge benefit."

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Vital has built up a very strong working relationship with Urban Wimax and Wright believes this creates "a definite competitive advantage and a definite business advantage, since the company is very flexible and very responsive."

Furthermore, the robust nature of the technology means it is able to handle any of the applications that Vital's customers choose to run over it, including voice over IP, media streaming, virtual private networks, Internet connectivity or even closed-circuit television.

Future plans

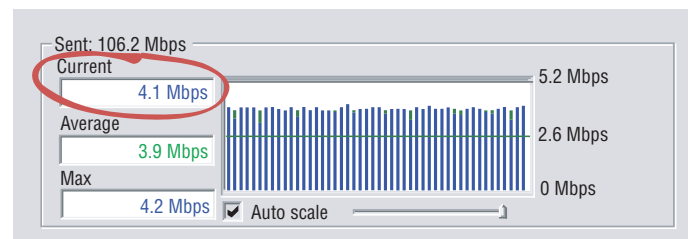
Wright is planning to offer Urban Wimax as a standard option to customers whenever their fixed-term contracts come up for renewal. In most cases, he says, Vital will add more bandwidth as an incentive to change.

"A lot of our customers are on T1 leased lines which are fairly reliable once they are up and running," he says. "To change this out for something they have never heard of, we would need to offer them more, for example 4Mbps bandwidth instead of 2Mbps."

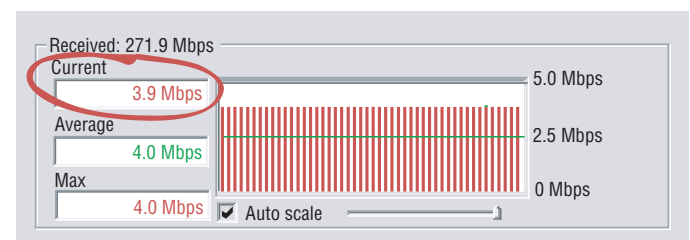
This, Wright feels, is likely to be attractive because "once you go for high-bandwidth leased lines the price goes through the roof" whereas Urban Wimax can offer high bandwidth levels at a relatively lower cost.

For Wright, this is all about competitive edge. By giving his customers a better deal when they come up for contract renewal, he believes he stands a greater chance of locking them into a new fixed-term contract rather than losing them to competitors.

Urban Wimax Independent Test Results



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Summary:

Key Benefits:

- An alternative to traditional connectivity
- Potential to lock existing customers into new contracts
- Faster deployment for new customers
- Trusted relationship with a flexible, responsive technology partner
- Reputation benefit of delivering cutting-edge technology

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