

Company: IT Lab

Industry: IT services

“Connected in just 22 hours – now that is business continuity!”

Sebastian Gray, Managing Director, IT Lab.

The challenge: Connection within 24 hours

IT Lab is a technology services company supporting businesses across the London and Birmingham areas. The company has become a leading outsourced IT supplier to small and medium businesses, delivering helpdesk, fault resolution and engineer call-out services.

The company’s team of more than 80 consultants, project managers, engineers and professional support staff delivers a service portfolio covering IT support, consultancy, security, managed services and business applications.

In January 2007, IT Lab moved its head offices to new premises on Farringdon Road, in Clerkenwell, London. The premises were served by redundant fibre connections supplied by Colt and a Colt reseller, Centric Telecom.

Sebastian Gray, IT Lab’s Managing Director, recognised that having two connections that were ultimately provided by the same supplier might be an issue from a business continuity perspective.

Already a channel partner for Urban Wimax, IT Lab knew of the advantages of the technology and was considering getting a third, Urban Wimax-based connection installed for back-up when an emergency precipitated the decision.

“We were told at short notice that the Colt fibre was going to be taken out of action and we might be left without a connection for up to a week,” recalls Gray.

Although IT Lab does not supply its customers with connectivity from its headquarters, the company’s ability to stay online is critical to its business. Much of the day-to-day technical support is conducted remotely which, along with the use of voice over IP, makes a reliable connection to and from

its own site absolutely crucial. While IT Lab has a detailed and failsafe business continuity plan for the type of situation presented by the Colt disconnection, there would have been a significant cash and opportunity cost in engaging the process.

With barely a day left before the cut off, Gray asked Urban Wimax to perform an urgent installation.

Gray explains: “We knew that what we were asking was the network equivalent of pulling a rabbit out of a hat, but if it worked, it would mean we could carry on our work without any disruption.”

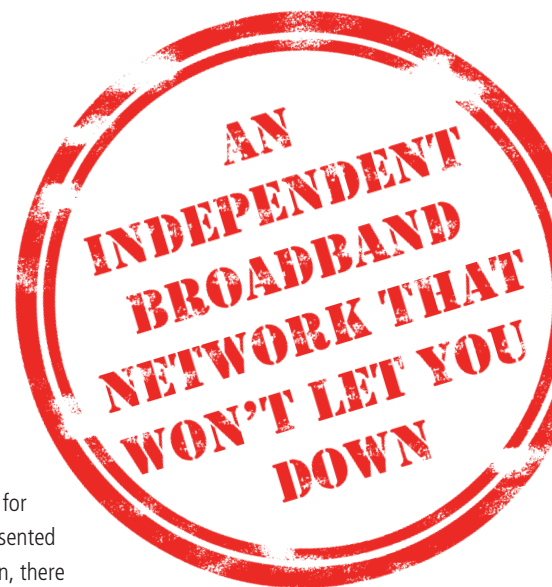
Implementing Urban Wimax

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.

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Working against the clock, Gray logged an urgent installation request with Urban Wimax at 4.30pm and then got in touch with IT Lab’s new landlord to see if they would agree to the placing of an Urban Wimax aerial on the roof of the building.

The permission was duly granted when the landlord was told that the aerial was only about the size of an A4 sheet of paper.



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Gray immediately pressed one of IT Lab's cabling contractors into action to run a CAT5 cable between the office and the roof, shaving a couple of hours off the installation time.

Urban Wimax arrived to complete the network installation at lunchtime the day after the installation request was made, and had a 4Mbps connection up and running within two hours.

"We were online with Urban Wimax by 2.30pm, which meant the whole process was completed in about 22 hours – in our experience that is definitely a record," says Gray.

He estimates that without Urban Wimax IT Lab would have incurred around £4,000 to implement its business continuity plan, and the disruption may have cost up to a further £20,000 to £30,000 in indirect costs and lost business.

Future plans

With the fibre connections now back up and running, IT Lab is using its Urban Wimax network for redundancy as originally intended, and Gray is convinced of the value of the technology.

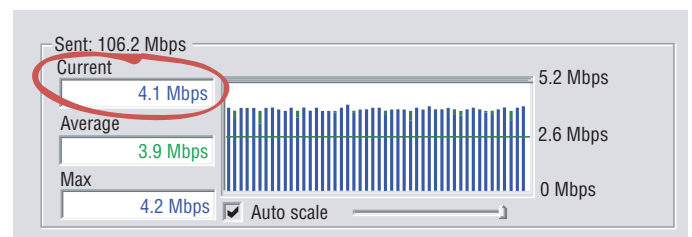
"In business you need to be sure you cannot be taken out by a single point of failure, which is very costly in London using traditional connectivity methods—and sometimes not possible at all with so many ISPs sharing the same 'last mile' copper or fibre," he says.

"Urban Wimax is unique because it provides connectivity which is totally immune to traditional problems that may affect your other connections, is very cost effective and has the level of service needed to run services such as voice over IP."

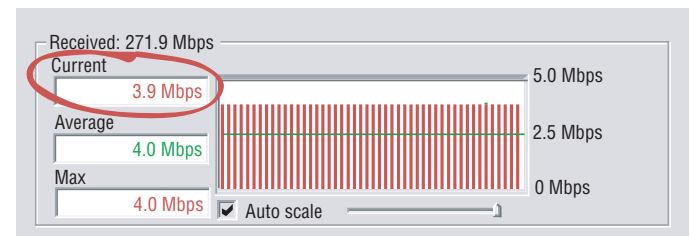
A happy customer itself, IT Lab is now actively promoting Urban Wimax connections to its SME clients, as one of the most cost-effective, easily deployable and highest-quality business continuity network option on the market.



Urban Wimax Independent Test Results



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Summary:

Key Benefits:

- Rapid installation
- Easy deployment
- High-quality redundant bandwidth

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