

Company: The Climate Group

Industry: Environmental
non-profit agency

"We use videoconferencing and collaboration tools to cut our carbon footprint - but they didn't work well enough on our ADSL line, so we turned to Urban Wimax."

Jatin Patel, IT and systems specialist, The Climate Group

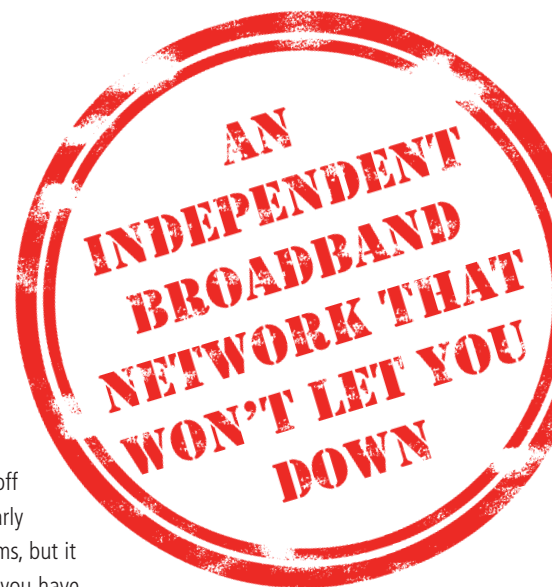
The challenge: Low-carbon communications

Simply stated, the Climate Group's job is to save the world. It works with world leaders including Tony Blair, to help governments and industry prevent climate change.

"There is now agreement that we should shift our economies away from carbon dependence," said Mr Blair in June 2008. "The question is how." To answer that question, he presented a Tokyo meeting of the G8 group of the world's richest nations with a report, "Breaking the Climate Deadlock" written by the Climate Group.

World-changing initiatives like this require a world class organisation. The Climate Group has about 40 staff in London, as well as offices in New York, California, Melbourne, Beijing and Hong Kong. These people need powerful communications to collaborate with each other on projects, and communicate with other organisations. "The problem we faced was sharing large documents," says Jatin Patel, IT and systems specialist in the London office. "There were loads of emails going back and forth with large attachments."

Where possible, the company uses communications instead of air travel, to cut its carbon footprint. "Our senior people have regular meetings with leading figures in government and industry. We use a videoconferencing suite for these, and for internal meetings, to avoid them flying internationally," says Patel.



"People have been put off by the poor quality of early videoconferencing systems, but it can be really effective if you have good equipment set up properly, backed with a good communications link," he goes on. The Group's videoconferencing suite, donated by LifeSize, is wired to a television in the boardroom.

Initially, the Climate Group used business-grade ADSL broadband services, but as staff numbers increased it hit a problem. The large attachments and the use of video-conferencing required high upload speeds, but the services available were all asymmetric. Data could flow at high speed from the Internet - but a much smaller pipe was available for uploads.

The problem came to a head in late 2007, when the Group implemented Sharepoint, a Microsoft collaboration technology, that lets users work together on documents, and communicate through a variety of channels. The group found in trials that users worked better with Sharepoint, but they uploaded more material, increasing bandwidth demands: "We knew that if we were to encourage people to use it, we would need a way to upload massive files cheaply," says Patel.

But local service providers couldn't offer that: "We asked ISPs, but we couldn't get an upload speed of more than 1Mbps in our area," says Patel. "Things like leased lines would have been too expensive, but this would not work on a traditional ADSL line."

Symmetric DSL services such as SDSL can offer a higher upload speed, but these were not available on the Climate Group's phone exchange, he explains: "We did a bit of research but found there was nothing available in the Waterloo area. The local exchange needed upgrade work."

Continued...

"We use videoconferencing and collaboration tools to cut our carbon footprint - but they didn't work well enough on our ADSL line, so we turned to Urban Wimax."

Company: The Climate Group

Industry: Environmental
non-profit agency

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 early 2008, the Climate Group turned to Urban Wimax for a 4Mbps symmetric service provided to an antenna on the roof at its Waterloo office.

"It's a lot cheaper than a leased line, and it was provided really quickly," says Patel. The Group was connected within three days of placing its order with Urban Wimax. It has moved over completely to the Urban Wimax service, with its previous DSL service acting as an emergency backup.

"The videoconferencing works very well," says Patel. "When we were on a normal broadband line, it killed most of the bandwidth." The service also allows staff to use Sharepoint just as they please: "When we first rolled out Sharepoint, everyone wanted to get their work up on it," he explains. "If we didn't have a 4Mbps line it would have taken ages." And proactive support from Urban Wimax spots trouble before the Group is aware of it: "They've given us a call when they suspected something might be wrong with the router," he says. "We were moving things around and had unplugged it - it's good to know they keep an eye on things."

Future plans

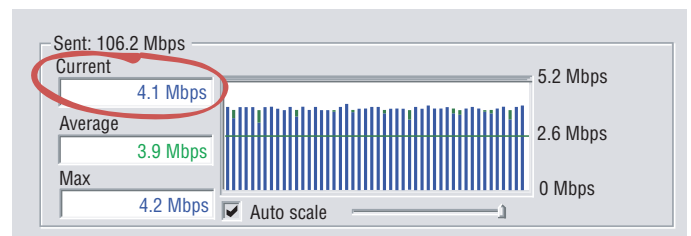
The Climate Group is considering applying prioritisation, which would make sure that videoconferencing traffic gets through quickly, even if the level of Sharepoint traffic increases. "We've not done this at the moment," says Patel, "but it's under consideration."

The Group is growing rapidly, and this may eventually mean moving to different offices. Provisioning new network links to a new building can be one of the hardest parts of an office move, but for Patel this is not a worry: "As long as we're in central London, if we move it should just be a matter

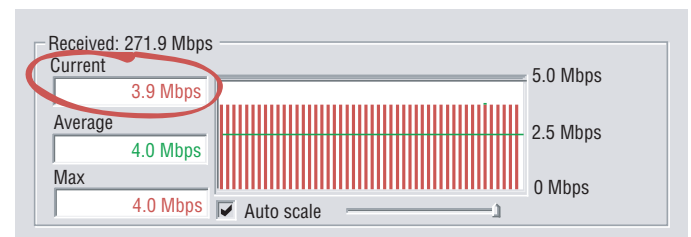


of installing an antenna at the new office."

Urban Wimax Independent Test Results



Download



Upload

Summary:

Key Benefits:

- A symmetric service has the fast upload speed that collaboration requires
- High quality of service supports videoconferencing
- Proactive support spots trouble before it impacts the business
- Urban Wimax service installed and provisioned quickly
- The service can be moved to a new office building if necessary
- Supported the companies aim of reducing carbon footprint

“We use videoconferencing and collaboration tools to cut our carbon footprint - but they didn't work well enough on our ADSL line, so we turned to Urban Wimax.”