

Company: Loveurope

Industry: Advertising

"Broadband wasn't reliable enough in the Covent Garden office, and SDSL was going to take too long to install. Urban Wimax installed us the next day and 24 hours later we were off and running."

Mark Smith, IT manager, Loveurope

The challenge: A more reliable broadband, quick and cheap to install

Loveurope is always looking for the best way to produce print advertising for its clients. Since it was founded in the late 1980s, it has become one of the UK's oldest and largest pre-media groups. It specialises in creating and distributing adverts and other material, and has taken its production expertise to emerging markets in Central and Eastern Europe.

The company handles thousands of ads per month, managing and co-ordinating design and production of advertising for over a hundred clients and brands, including Hewlett-Packard and J P Morgan. Loveurope has 95 staff in three main countries, and is run from a head office in Goswell Road, Clerkenwell, London.

As well as its head office, Loveurope has six dedicated sites in London to carry out the production work. All these offices need good network connections to transmit the large audio, video and graphics files involved in advertising content creation and production. The network connections have to be reliable to keep the business going. They also have to be low-maintenance - Loveurope's smaller offices do not have dedicated IT staff to manage any complex technology arrangements.

The head office has a 10Mbps line from Colt, while for the most part, the satellite offices use SDSL - a broadband technology that provides fast data rates to the Internet. The company adopted SDSL because it is "symmetric", allowing fast traffic up to the Internet as well as fast downloads. However, SDSL is not always available or reliable. It can only be offered over a high-

quality phone line, and only from an exchange that is equipped to provide it.

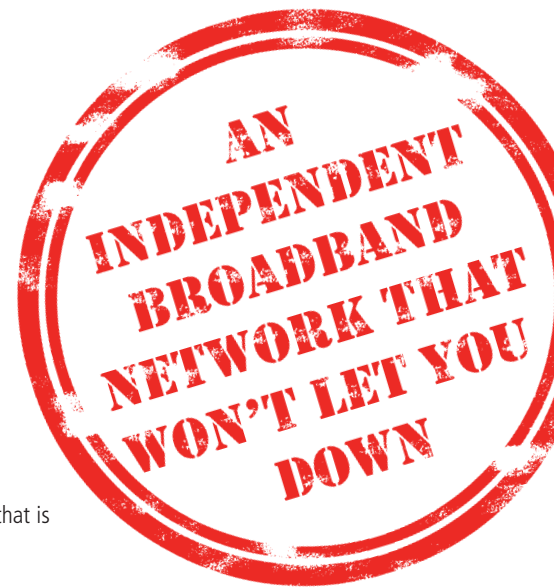
In one of Loveurope's satellite offices, BMB in Neal's Yard, Covent Garden, there was no prospect of SDSL. The building is old, and the local exchange couldn't meet Loveurope's needs. "We used BT Business Broadband but it wasn't reliable enough," says Mark Smith, IT manager for Loveurope. "SDSL was going to take too long to install," he adds.

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.

For Loveurope, an Urban Wimax line was the answer to the problems of connecting BMB to the Internet and the company's network. The Urban Wimax wireless connection met their requirements for a competitive price - and it was also remarkably quick to install.

"Urban Wimax made us an offer we couldn't refuse," says Smith. "They offered to install the next day, and 24 hours later we were off and running." The installation was easy, with no digging required. Urban Wimax put an antenna on the roof of the Neal's Yard building, and the service started.



Continued...

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The 2Mbps line from Urban Wimax delivered the reliable symmetric bandwidth that Loveurope needed. The upload speed is significantly more than that provided by BMB's previous Business Broadband connection.

It also met Smith's need that any link should be low-maintenance and need no intervention from any specialised IT staff. Urban Wimax set it up and connected BMB's Covent Garden office, without any need for Smith to even go on site.

Future Plans

At the moment, Urban Wimax is only a small part of Loveurope's network. It plays its role unobtrusively, without needing any attention. However, now it has proven itself in that role, it is possible the company may extend its use in future.

If BMB's needs expand, the link to Covent Garden could be increased to faster speeds, perhaps to 4Mbps, 6Mbps or 10Mbps. If the group outgrows that office and needs to move, then they can take the link with them to a different office, simply by having the antenna re-sited.

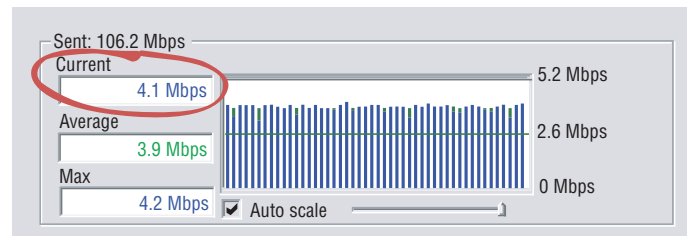
But, since the service has shown itself to be cheaper and more flexible than SDSL at the Covent Garden site Loveurope are considering using the Urban Wimax connection for its other sites too.

It is also a contender to provide a back-up service at head office. Currently, as well as the 10Mbps line to Goswell Road, Loveurope has an SDSL line for use in emergencies.

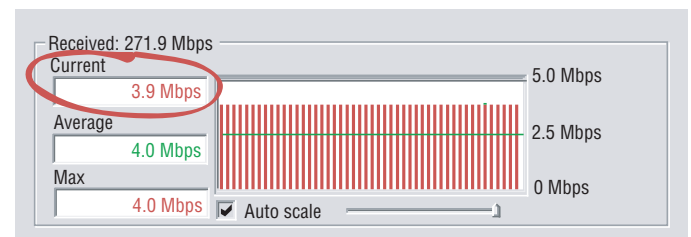
An Urban Wimax service would make a good replacement for this, Smith says. As well as being cheaper and more reliable, it is good practice when an office has multiple lines, to make sure that they are carried on a variety of media. If all the lines enter the office on wires under the street, for instance, cables, then a JCB digging up the road can slice all of them at once, cutting the office off completely.



Urban Wimax Independent Test Results



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Summary:

Key Benefits:

- The Urban Wimax service was very quick and cheap to install - arriving within hours of the order
- It is reliable, requiring no user intervention. This is an important factor for a company with many small sites and no dedicated IT staff
- The service is cheaper than SDSL, while providing a superior symmetrical service to business broadband based on ADSL.

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