

Company: Silver Levene

## Industry: Accountancy and Business Services

***"In February, a builder accidentally cut our BT cable. We moved the traffic over to the Urban Wimax link, so email and the web were back in minutes - which was a huge confirmation of why we put in the Urban Wimax connection"***

Adam Silver, IT manager, Silver Levene

### The challenge: Increasing upload capability for their daily backup

Silver Levene has a slogan: "bringing colour to accountancy". The firm was founded in 1957 and now serves around six thousand clients, most of them small and medium businesses, and many of them in the media.

It remains an independent business services group, and has long-standing relationships with clients, some of whom have dealt with the company for more than twenty years. Silver Levene's clients in the media sector include journalists, cameramen and film-makers. The company specialises in helping raise film finance. It also serves many barristers and UK retail pharmacists.

More than 100 people, including 18 partners, work in the company's head office in Warren Street, central London. Reliable communications in that building are essential, as the business depends on email. It also protects its records from loss, in copies stored off-site.

### 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.



Silver Levene had a 4Mbps ADSL service from Easynet, running over the same telephone lines that provide its multiple-line BT phone service. However, 4Mbps of ADSL did not meet their needs for various reasons. In particular, ADSL is "asymmetric", meaning this service could offer 4Mbps download speeds, but would only upload files at up to 1Mbps.

The company needed more upload capability, because its email traffic involves sending large files as well as receiving them, and because every night it backs up its data to remote servers (in Manchester) so the company can continue even if a disaster in the main office destroys its data.

The backup is incremental - each day, only the changes to company data are sent - but this can still involve many Gigabytes of data a night. "Upload speed is crucial when you have a few gigabyte of data to upload," explains IT manager Adam Silver.

As well as its ADSL service, the company had an additional symmetric DSL (SDSL) line. This provides the same bandwidth each way, but is more expensive than ADSL. In late 2007, the company added a 2Mbps Urban Wimax link, which, like all Urban Wimax' services, is symmetric. The service has real benefits: not only is it cheaper than an SDSL line, it's proven to be more reliable. "Maintenance-wise, there is nothing to it," says Silver. "It runs itself." ADSL services occasionally need to resynchronise, but "the Urban Wimax service just does what it says on the tin."

It's also flexible: "If we need more bandwidth, we can increase the speed of our Urban Wimax service quickly and easily with a single call," says Silver. The next step up would be 4Mbps, and the Urban Wimax service can go up to 10Mbps.

Continued...

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The company found out how useful it is to have two independent network services one Friday afternoon in February, when a builder refurbishing one floor of the firm's office building sliced away what looked like an old wire. It turned out to be the company's main BT cable. The ADSL and phone services were cut off.

Upstairs, staff finishing up their working week found their phones were dead and they couldn't reach the Internet. All the promises they had made, to deliver figures by the close of play, or the end of the week, were about to go up in smoke.

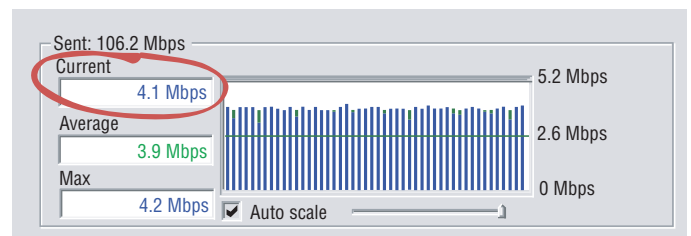
"Our Urban Wimax connection goes up to the roof, instead of down to the basement, so it stayed connected," explains Silver. He manually switched the Internet traffic over to the Urban Wimax service, and staff had email and the web again in minutes. The router is now set to failover automatically if there's an interruption to the wired broadband - so next time, people won't even notice. The company's SDSL service has been cancelled, leaving Silver Levene with ADSL and Urban Wimax. "We don't need three services," Silver comments.

### Future plans

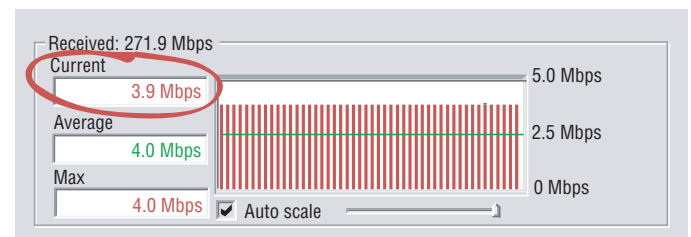
Silver might want more bandwidth in future, and there are plenty of incremental upgrade options available. The company could move its phones to IP, to protect against future interruptions. This would simply mean switching over its PBX (internal phone exchange) to IP, and involve no changes to the phones on staff desks.



### Urban Wimax Independent Test Results



### Download



### Upload

### Summary:

#### Key Benefits:

- Combined with an ADSL service, the wireless link from Urban Wimax makes a resilient system that will keep going even if phone lines are down
- The symmetric service can handle overnight backups more quickly than an asymmetric one
- The service operates continuously, without the "retraining" sometimes required for DSL on the landline
- Incremental bandwidth upgrades are available up to 10Mbps

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