

Company: Creative Tank

Industry: New media

“Urban Wimax provides some of the best technical support of any company we have ever worked with. Their team really has gone beyond the call of duty.”

Chris Dabbs, Group Account Director for Creative Tank.

The challenge: speeding up the uploading of large files

Creative Tank is an international network offering a range of marketing services, from webcasts to viral marketing, through a variety of specialist partners and subsidiaries. Much of its work involves uploading large File Transfer Protocol (FTP) files, video and audio, against tight deadlines, for which it uses dedicated lines.

However, finding enough upload capacity when off site at an event is not always easy. So Creative Tank decided to look into using Urban Wimax as a way of securing temporary connections that would allow it to upload media files more easily and quickly.

As it happened, one of Creative Tank’s subsidiaries, Streaming Tank, which specialises in streaming media, had discovered a system that could offer wireless connectivity at a high bandwidth, after researching ‘standards-based’ Wide Area Network Technology as a cost-effective way to improve the speed of live webcasts.

“Urban Wimax was recommended to us by a colleague from Streaming Tank, another part of the Creative Tank group,” explains Chris Dabbs, Group Account Director. “They had heard good things about the company, so we were more than happy to hear what they had to say.

“We were initially interested in using Urban Wimax for live broadcasts in London, where we have difficulty establishing a landline connection, or outside the capital, where we are often forced to use a costly satellite connection.”

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.

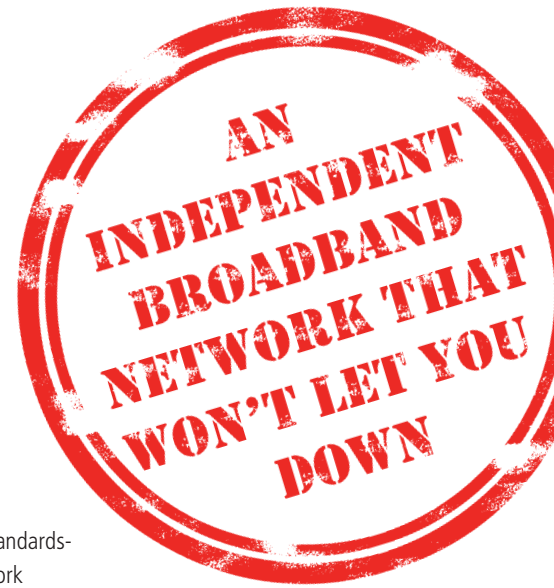
After an initial consultation, Creative Tank realised that using Urban Wimax at live events, although absolutely possible, would not be the only advantage of the technology.

By using a wireless connection in conjunction with existing landlines in the office, the company would not only have an excellent backup solution, but also be able to enhance its bandwidth. Creative Tank’s existing landline theoretically provided a bandwidth of 750 kbps. However, it was a contended connection – in other words shared by other users – so it rarely delivered its full potential bandwidth.

The Urban Wimax team made a rapid but thorough assessment of Creative Tank’s needs and Dabbs liked what he heard. The installation went ahead without delay.

Urban Wimax installed a 4Mbps symmetrical connection, which would naturally be expected to increase upload speeds. But the end result was beyond everyone’s wildest expectations, as Dabbs explains: “We are now uploading enormous FTP files up to 10 times faster than previously.”

In addition, Urban Wimax was able to demonstrate that, unlike larger companies, it has the flexibility to respond promptly to the demands of its clients, as well as offering a more personal service.



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"They really went that extra mile," says Dabbs. "I have rarely, if ever, worked with such a dedicated supplier. Not only did they really know what they were doing, they've been more than helpful, and a lot more friendly and responsive than a number of other companies I could mention."

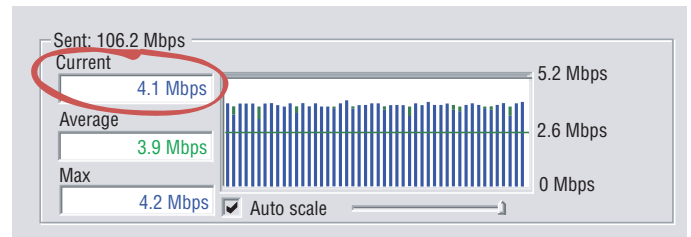
Future Plans

At the time of writing, Creative Tank had just started using Urban Wimax for the application it had originally been most keen on: using the technology to provide site-wide connectivity at live events.

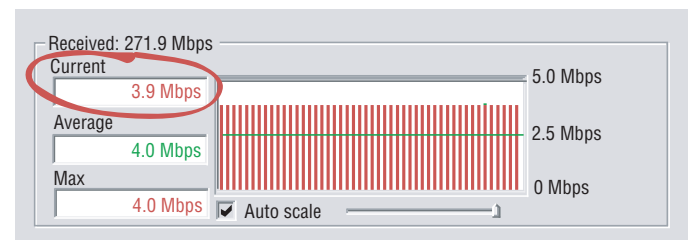
The company's first live event coverage over using the Urban Wimax service was for a corporate event at the Jury's Inn Hotel in Islington, London. All went without a hitch.

"Although we originally dismissed being able to set up such networks on site because we assumed it lacked the flexibility, it turns out Urban Wimax is agile enough to do it for us," says Dabbs. This outcome underscores the way in which Urban Wimax has become a partner for the business. Whatever Creative Tank's future plans, Dabbs has no doubt that Urban Wimax will be up to the challenge of being a key network supplier.

Urban Wimax Independent Test Results



Download



Upload

Summary:

Key Benefits:

- FTP file upload speed now six to 10 times faster
- Urban Wimax connection also acts as backup
- Excellent technical support
- Lower connection costs
- Faster streaming video



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