

Company: Glassworks

Industry: Post-production

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Richard Underwood, Chief Engineer, Glassworks

The challenge: cost-effective broadband solution with minimal disruption

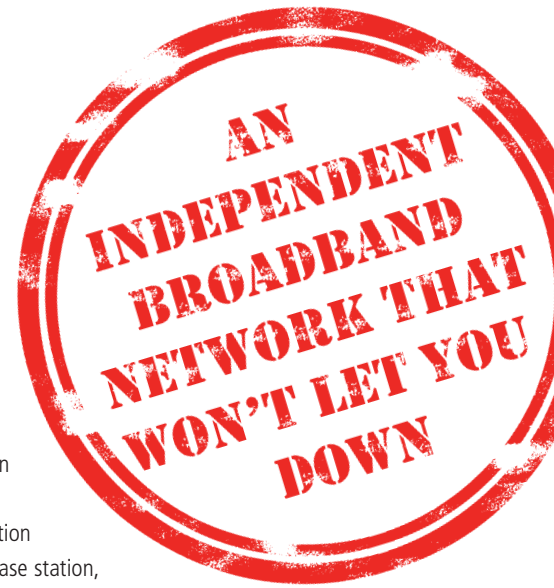
Located in Soho, in the heart of London, Glassworks is a mid-sized post-production company with a customer base that includes many leading advertising agencies and film production companies. Many of these customers access Glassworks' ftp site to view large video files, which take a long time to upload using a standard broadband connection.

The company is a heavy user of the Internet and was determined to keep connection costs under control as it strives to improve its profitability. With this in mind, Glassworks was faced with the option of either upgrading its broadband connection to a faster but more expensive package with its existing supplier, or finding a provider who could quickly give them a reliable and extremely cost-effective alternative solution.

“Ultimately, the choice was simple,” explained Richard. “Urban Wimax are the only company at the moment offering a ‘standards-based’ Wide Area Network technology solution, which was quick and simple to install and didn’t require any roads to be dug up for new cabling or even necessitate any structural work to our historic building.”

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.



Urban Wimax uses mapping software to assess the capacity it can offer to any customer depending on their location and distance from the base station, without the customer having to wait for an engineer to travel to the site. Using this software, Urban Wimax was able to offer Glassworks a 4Mbps symmetrical connection which is vastly scalable to cope with the company's surges in bandwidth needs. This will enable the delivery of digital broadcast media to its transmission facilities around the world.

Richard was impressed by the efficiency of the Urban Wimax team, who had the post-production company's connection scoped out, installed and up and running in little more than a week.

To install a leased line would be an expensive and lengthy option as it requires the appropriate permission to be obtained from the local authority before the street outside the office could be dug up in order to lay fibre cable. In contrast, Urban Wimax offered a simple, effective and scalable solution that clearly met Glassworks' objectives.

“The whole process went so smoothly. There was no down time and it couldn't have been more simple or hassle-free,” said Richard. “First off, an engineer came to our offices and surveyed the site. He then fixed a small antenna on the roof, ran a cable down the building and then all that remained was to plug the network cable into the router. Urban Wimax handled all the configuration and conducted a link test between our building and their base station to make sure it all worked.”

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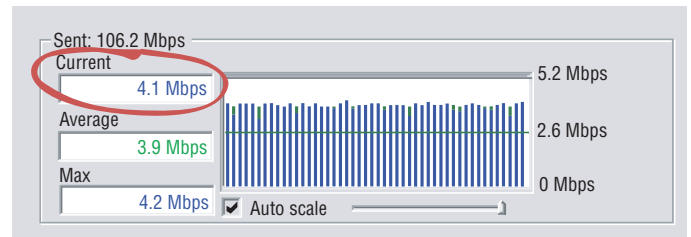
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Future Plans

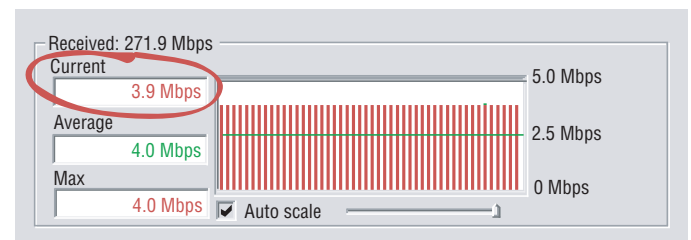
Glassworks were so impressed with the positive impact that the faster, more reliable and significantly cheaper 4Mbps Urban Wimax solution made. Richard quickly upgraded to the 10Mbps connection which now also runs their mail server and Voice over IP (VoIP) service.

"The Urban Wimax service is excellent and easily scaleable, which allowed us to quickly upgrade our internet connection to meet the additional capacity and speed requirements that we had," concluded Richard.

Urban Wimax Independent Test Results



Download



Upload



Summary:

Key Benefits:

- Swift and hassle-free implementation
- Significantly less expensive than symmetrical DSL or fibre alternatives
- Reliable connection
- Ability to upgrade bandwidth easily

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