

Company: Milestone Capital

Industry: Private Equity
Fund Management

“When our original supplier told us they couldn’t connect our new office one week before the move, we thought they must be joking. And when Urban Wimax gave us a fully-functioning connection four working days later, we couldn’t believe it, either.”

Gill Baines, Office Manager, Milestone Capital.

The challenge: Supplying essential bandwidth at short notice

Owned and controlled by its directors, Milestone Capital Partners Limited is a private equity fund manager dedicated to creating maximum business performance and shareholder returns by building successful businesses in strong partnership with management teams.

With more than €400 million under management, Milestone Capital’s highly active network of contacts across the UK, France, Benelux and Switzerland continually seeks to identify and invest in experienced management teams with a strong track record in creating shareholder value in buy-in and buy-out situations.

Every day, Milestone Capital transacts many thousands of euros on behalf of its clients. Communicating these by email is essential. Unlike some businesses, where a small disruption in connectivity would be little more than an annoyance, here it is mission-critical.

So imagine the horror Gill Baines, London Office Manager, felt when Milestone’s chosen connectivity supplier, Easynet, informed her that there was not enough capacity at the exchange for their new offices, and the company’s bandwidth would be exactly... zero.

“We where astounded,” she recalls. “They had had seven weeks to tell us that they couldn’t deliver the wireless connection they had originally

promised for the new site. It really was quite incredible! Without email or an internet connection we wouldn’t be able to make any bank transfers, which would effectively halt our entire operation.”

Staying in close contact with other offices, particularly one in Paris, was also essential in order to pursue business-as-usual.

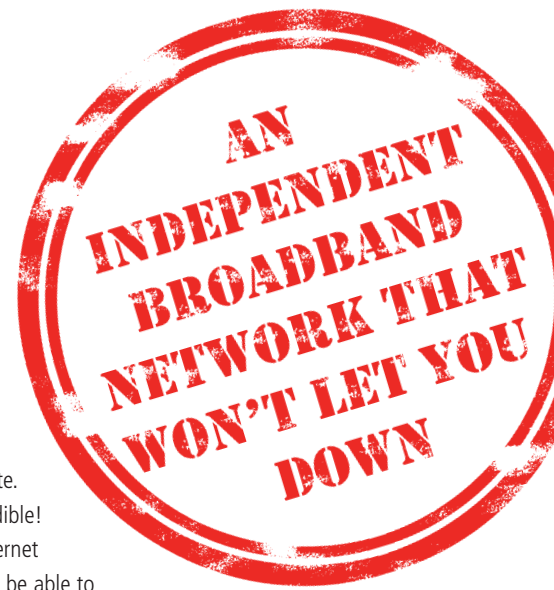
What is more, Milestone’s original supplier had delivered its bombshell on a Friday, leaving only five working days for Baines to turn the situation around—and few options to choose from. “To be perfectly honest, I felt at the time that we might be taking a bit of a risk with Urban Wimax. They’re small and not particularly well-known, but we went ahead anyway.”

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.

And it was absolutely vital that the installation of this technology could be turned around, the system tested, and all glitches ironed out before the following Monday. As if Milestone didn’t have enough problems to deal with, the landlord for its new offices needed to be convinced that a wireless connection would not pose a problem to others in the building.

Urban Wimax got straight on the case and started working to reassure the landlord. Unfortunately, this took two days. It was now Tuesday night, and the clock was ticking.



Continued...

“When our original supplier told us they couldn’t connect our new office one week before the move, we thought they must be joking. And when Urban Wimax gave us a fully-functioning connection four working days later, we couldn’t believe it, either ”

Gill Baines, Office Manager, Milestone Capital

Company: Milestone Capital

Industry: Private Equity Fund Management

Stressful situations such as this can often bring out the worst in people. Or it can provide an opportunity for dedication and hard work to shine. According to Gill Baines, "Urban Wimax's team was unrelentingly professional, helpful—and I have to say this—nice, both during the installation and afterwards."

Despite the tight deadline, both the Urban Wimax team and the client kept their collective cool, and by Thursday the job was done, without a hitch. The only surprise in store was the bill. Baines had been told Easynet's charges would be approximately £8,000 a year, whereas Urban Wimax offered a two-year contract with no installation charges at £5,296—less than a third of the line rental cost that the original supplier had demanded.

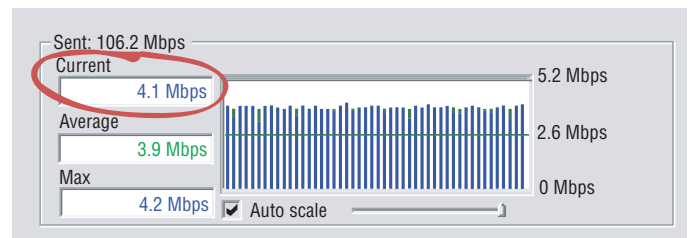
"All in all," says Gill Baines, "we were absolutely delighted. Not only had we saved the day, we had also saved ourselves a considerable amount in operating costs."

Future plans

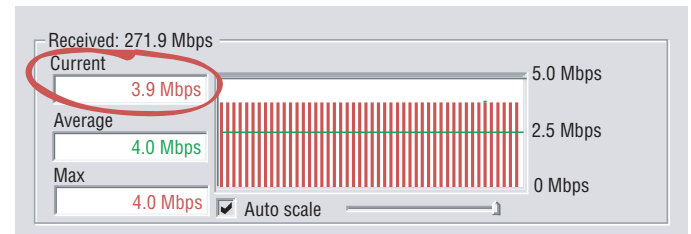
The installation was successful enough for Milestone Capital to consider Urban Wimax for future projects. "The email and Internet connections are all working exactly according to spec," says Baines. "So we are considering videoconferencing to stay in closer contact with both our clients and other offices, in addition to our existing audio-visual facilities, which were recommended by Pinnacle Communications, our telephony provider. I'm sure Urban Wimax will be up to such a challenge."



Urban Wimax Independent Test Results



Download



Upload

Summary:

Key Benefits:

- Entire project turned around in four days
- Substantial cost savings (70%) on line rental
- Helpful, friendly service in a high-pressure situation
- Successful negotiation with landlord on client's behalf

“When our original supplier told us they couldn't connect our new office one week before the move, we thought they must be joking. And when Urban Wimax gave us a fully-functioning connection four working days later, we couldn't believe it, either”