

BPA improve client service with reliable Internet access

Bon Pour Aval Limited (BPA) is a London-based group of financial and trade service specialists. Operating a global network, the group support the development of emerging market and transition countries in Central and Eastern Europe, Central & Latin America, South East Asia and China, North Africa and the Near and Middle East.



Overview

Client requirements

- High-speed internet access for fast email transmission to offshore clients
- A service that offers a consultative approach to managing their telecoms

Alternative Networks' solution

- Easynet's SureStream – a dedicated high-speed internet connection that is permanently live
- The support of a dedicated Client Management Team to manage the connection process and provide ongoing support

The results

- Faster email transmission
- Reliable connection
- Improved efficiency

The challenge

Recognising email as the most efficient and cost effective way of communicating with their portfolio of offshore clients, BPA is heavily reliant upon the Internet. However, their outgoing email capabilities were severely limited as they were sharing a contended ADSL line. Furthermore, poor service from their previous Internet service provider had seen BPA experience the frustrating effects of slow email transmission. The group therefore identified the need to upgrade their IT platform and employ a reliable Internet service provider.

With extensive growth BPA were also concerned that their email problem would be exacerbated. Their relocation to larger offices at the beginning of 2004 presented them with the opportunity to invest and upgrade their Internet access service.

The solution

Upon securing new premises, BPA contacted Alternative Networks with an urgent request to provide a reliable Internet access solution. Fast installation was critical due to the high volume of email traffic generated by partners and clients.

Following consultations with key personnel, Alternative Networks advised BPA to fully integrate their IT services with SureStream™, a high-speed symmetrical Internet connection that is permanently live. A key feature of SureStream is the 1:1 contention rate, which provides the company with a dedicated connection for their heavy outgoing email usage. BPA can now avoid communication delays at peak usage times.



In the past, a leased line would have been the only option for BPA. However, due to Local Loop Unbundling, Alternative Networks, in partnership with Easynet, is able to offer an even greater range of new broadband services. A leased line would have been twice as expensive as SureStream for BPA. Furthermore, due to existing infrastructure, SureStream was installed within a month, as opposed to a two-month lead-time for a leased line.

With SureStream, BPA also enjoy 4Mbps download and upload speeds. In addition, a 99.9% service level agreement guarantees that BPA's business communications are optimised.

"When provided with our criteria for a new IT platform, Alternative Networks were able to quickly assist in meeting all of our requirements. Our previous service provider's bandwidths were too narrow and they were overloaded with subscribers, which affected our capacity to service our clients efficiently," Sarah said.

"During the planning and installation of SureStream, Alternative Networks' specialists were proactive and took responsibility for all work undertaken, including cabling the new office and liaising with the supplier. Alternative Networks' consultative approach meant their solution was carefully planned and within the boundaries of our budget. Their dedicated commitment to client management and service gave us confidence to overcome our communication issues."

The result

While SureStream has only been operational since April 2004, BPA have already found it provides them with reliable and quicker connections, improved efficiency and outgoing email capability as well as marked cost savings.

"Considering we had problems on a weekly basis with our old service provider and our ADSL connection, SureStream and Alternative Networks have been a 100% improvement. Cost savings have been evident in reduced downtime. Productivity has increased and team moral has improved as we no longer have to spend timing solving IT failures," Sarah said.

Recognising the advantages of a holistic solution, BPA plan to integrate their entire IT portfolio with Alternative Networks in the near future. They also plan to further reduce mobile costs and trial BlackBerry to integrate their remote partners who are frequently away from the office.