

# Case Study



## HARRIER LLC

Harrier LLC became South West Communications Group's largest bandwidth customer when it ordered 80Mbps to power its critical Truprint website.

**Harrier LLC** owns Truprint, which operates a photo delivery service via envelopes found in airports, motorway services and magazines, but has now moved with the trend towards digital photography and offers its customers good value digital prints and photo gifts via its website. Truprint has been operating for 30 years and is based in Newton Abbott.

### The challenge

Truprint envelopes used to be one of the first things returning holidaymakers would see as they walked through airport arrivals areas. However, with traditional photography becoming a thing of the past, Truprint's customers are now leaning towards an easier and more cost-effective way of receiving their digital prints.

Truprint's website is central to their new service. Customers use it to upload their digital photographs to be processed into prints or gifts, such as mugs and clothing. Truprint also offers its customers an online storage facility so they can share their photographs with friends and family via the Internet.

The importance of the website was central to Harrier LLC's challenge. Thus, it required high speed Internet connectivity to ensure its customers could upload their photographs at a satisfactory speed, but also needed to be able to vary the amount of Internet bandwidth available to keep step with seasonal demands.

### The solution

South West Communications Group provided Harrier LLC with the most Internet bandwidth it had ever provided to one single customer as part of a solution that included the following:

**A 100Mbps leased line** – was installed between South West Communications Group's Data Centre and Harrier LLC's head office. This is a private line that is purely dedicated to the delivery of Internet and data to give Truprint customers the best possible link and efficient upload experience when connecting to its website.

**Flexible Internet bandwidth** – allowing Harrier LLC to burst beyond their 80Mbps service should they need to cope with peaks in demand meaning that Harrier do not have to pay for any bandwidth provision that is not required.



**Dedicated account management** – has developed a trusted and professional relationship between Harrier LLC and South West Communications Group to give the latter a true insight into Truprint's unique needs. Harrier LLC often needs to vary its bandwidth requirements due to seasonal demands, such as before Christmas, during the summer holiday period or to cope with demand created by special offers, and a simple phone call is all that is required for bandwidth provision to be increased or decreased.

**Continued support** – has been provided with a platinum service level agreement that ensures Truprint's Internet needs are taken care of 24/7. This total care package has been specifically designed for mission critical accounts that require maximum resilience and have to be operational all the time. Not only does South West Communications Group's team of highly qualified engineers endeavour to rectify any issues as quickly as possible, time is also spent trying to eliminate any potential problems with quarterly service history reports and quarterly preventative diagnostics checks.

#### The result

South West Communications Group provides Internet bandwidth to a whole range of its business customers and always ensures that there is spare capacity within its network to support customers, like Harrier LLC, who require large amounts of bandwidth at short notice. As an Internet service provider, South West Communications Group prides itself on offering tier-4 direct access to the Internet via its Data Centre and therefore can guarantee no contention for its premium business customers.

This service gives Harrier LLC the confidence to know that its website will always be available and will be able to cope with its customers' demands at even the busiest times of the year. The flexibility South West Communications Group offers means Truprint need not waste any Internet bandwidth but will always have enough to meet its customers' needs.