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Nick Foden, Billing and Faults Manager, ETS

Vialtus Solutions supplies ETS with robust data services



With over 1,000 customers across Europe, European Telecom Solutions (ETS) prides itself on providing a high quality range of technology services. To provide an effective data service to its customers, ETS requires the expertise of a reliable, cost effective solutions partner to ensure rapid deployment and continually robust operations.

Vialtus Solutions is ETS' partner of choice to install and deliver its data services by supplying reliable, secure and cost effective Symmetrical Digital Subscriber Line (SDSL) and Asymmetrical Digital Subscriber Line (ADSL) private broadband connections.

Having partnered with Vialtus Solutions, ETS has benefited from:

- Being able to launch their data service without the associated costs involved in having to recruit and train their personnel.
- Low cost support and maintenance services provided by the industry's experts.
- The flexibility to tailor each connection to individual customer needs.

ETS' customers benefit from:

- A 10:1 contention ratio to avoid peak broadband traffic delays for improved business continuity.
- Private and secure connectivity that can be installed quickly and efficiently – ideally designed for the setting up of branch offices and small businesses demanding quick 'turn around' timings.
- 24/7 technical support and maintenance from a Vialtus Solutions expert team.

ABOUT EUROPEAN TELECOM SOLUTIONS

Trading for 18 years, Wales-based European Telecom Solutions (ETS) is a full service technology company offering a comprehensive range of services such as telecoms, mobile communications, broadband, networks, project management, design services and hosting. ETS' customers range from small businesses to large organisations such as Panasonic, Holland & Barrett and the Welsh Rugby Union. As a large section of the business is voice-based, ETS is also a BT wholesale partner, taking

advantage of a number of benefits which it in turn transfers to its customers.

CONNECTING CUSTOMERS

ETS originally started its business supplying purely voice services. As online access and communication, such as e-mail, proved increasingly popular, adding data services to its existing voice offering seemed a natural progression.

With a customer base that varies from small businesses to large

corporate organisations, the data services that ETS offers needs to be robust and flexible. The price point and bandwidth requirements must fit well with each individual customer, differentiating ETS from its competitors.

Many ETS customers have a large number of geographically dispersed branches and need data connections to be quickly installed, cost effective and secure. Business critical data traverses the connection and, to ETS customers, it is imperative that the service is secure and above all reliable.

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As a voice specialist, ETS lacked the resources and in house expertise to provide advanced data services. As a result, ETS sought to outsource its data transport needs to a supplier with the capability and expertise to achieve such high service levels and strict demands.

SELECTING THE RIGHT PARTNER

Over the years ETS has worked with a number of leading industry names to provide voice services and during this time ETS has remained a loyal Vialtus Solutions partner. This is because ETS trusts the service and technical experts at Vialtus Solutions to provide a competitive offering and the high level of support services needed.

Nick Foden, Billing and Faults Manager at ETS comments, "Vialtus has a great deal of experience in providing data services. The team also has a wide range of expertise in other IP and business communications technologies, therefore they thoroughly understand the nature of our business and requirements."

PROVIDING THE SOLUTION

Vialtus Solutions supplies ETS with private 2Mb ADSL and SDSL connections, which ETS then sells on to its customers. Each connection can be tailored to specific cost and bandwidth requirements to fit with individual business needs.

Vialtus Solutions SDSL connections have a contention ratio of 10:1 to avoid any peak traffic delays and ensure that business critical data can reliably traverse the broadband connection at a consistent speed. The 10:1

contention ratio works by allowing ten people to share the connection at any one time, ensuring a consistently high speed is always available.

As part of the outsourced package, Vialtus Solutions takes accountability for connection support and maintenance for ETS and provides a 24/7 technical support service. This enables ETS to focus on its core competences and generate new business.

THE BENEFITS OF CONNECTION

Since outsourcing its data services, ETS benefits from Vialtus taking control of the support and maintenance of each connection. Foden explains, "Vialtus provides data services expertise 24/7. If one of our customers experiences a problem in the evening, it's addressed straight away and resolved quickly. Vialtus removes the maintenance and support responsibility from us, freeing up our resources that would otherwise be tied up with the accountability. The high levels of support that Vialtus provides meets our own standards of service and so exceeds customer expectations."

Vialtus Solutions also achieves ETS installation service levels. "We often work to very tight timescales and Vialtus has always demonstrated the professional approach and expertise to work within our requirements. Five days is often the target set by our customers, but on some occasions it can be as tight as three. The team at Vialtus Solutions

has no problem achieving this," comments Foden, "Some of our customers have hundreds of offices around the country, therefore the speed of implementation is imperative. Vialtus doesn't just say it will achieve tight deadlines, in practice the team consistently delivers on time."

ETS customers benefit from a cost effective alternative to traditional access solutions such as dedicated private circuits. Vialtus SDSL delivers a high speed symmetrical service which provides data transfer speeds of up to 2Mbps in both directions. This is ideal for utilising web/e-mail servers and Virtual Private Networks (VPN) as well as regularly uploading large data files. The private Vialtus Solutions SDSL and ADSL connections provide ETS customers with reliable bandwidth thanks to the contention ratio of 10:1. This means that business critical data is always accessible, even in peak traffic.

ONGOING PARTNERSHIP

ETS has some important projects coming up and has no hesitation in using Vialtus Solutions. "One of our customers has a project involving the need for 600-700 ADSL connections in retail outlets around the country. We plan to use Vialtus for this project and all other work we have coming up. Working with Vialtus feels like we are more than just a customer, it is like a partnership where we collaborate together to achieve the best results for our customers."

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