

Carter Synergy Ltd

Responsive data for a responsive market

For a company supplying goods and services to some of the UK's top supermarkets and retailers, any failures in communication could spell significant problems. So, when developing a future-looking telecoms infrastructure to deal with the changing demands of their business and customers, it was important that Carter Synergy got it right first time. ntl:Telewest Business was there to help.

Carter Synergy has been designing and installing refrigeration equipment since 1945. A true turnkey operation, the firm also services and maintains these commercial and industrial units once installed. With three regional offices employing more than 300 staff across the UK, and over 100 mobile engineers out on call, Carter Synergy finds communication is the key to serving customers in the supermarket, food processing, pharmaceutical, hotel and catering industries, as well as in the public sector.

With over 90% of the company's communications being digital, and with increased traffic and email usage driving up bandwidth requirements, Carter Synergy found its existing data infrastructure was creaking under the pressure. The company looked to the forward-thinking ntl:Telewest Business team to provide a faster and more cost-effective solution, capable of handling each different type of electronic communication. We suggested a next-generation IPVPN with MPLS network to meet this extra data demand.

IPVPN, a future-ready and cost-effective service

When Carter Synergy turned to us for an outsourced communications system, the requirements were very clear. "Our last data network used frame relay, but it just wasn't delivering the support and performance that we required," explains John Askew, Group ICT Manager at Carter Synergy. "With our stringent service level agreements, we have to get to a site within four hours or face penalties, so we needed an IT infrastructure that matched the service we offer our customers. We looked at what was available in the marketplace and turned to ntl:Telewest Business for a high-performance, cost-effective service."

“With ntl:Telewest Business there's a single point of contact and we have a one-stop-shop for our communication requirements.”

John Askew,
Group ICT Manager,
Carter Synergy



At a glance

Organisation

Carter Synergy Ltd



Industry sector

Building services

Location

Birmingham head office,
with regional offices around the UK

Challenge

Provide a fast, reliable communications infrastructure that can respond quickly to the demands of customers.

Solution

A cutting-edge, high-speed communications network to enable data transfer between any number of locations.

Products

- Internet Protocol Virtual Private Network (IPVPN) with Multi Protocol Label Switching (MPLS)

Benefits

Enhanced data transfer speed, with increased levels of traffic.

Improvements in cost-effectiveness, scalability and customer service.

IPVPN is a high value way of outsourcing a future-proof data handling system, capable of carrying many different types of traffic.

Fully-managed private network

The demands of Carter Synergy's business and client base meant that our nationwide, IP-enabled network was the perfect choice for their data transfer requirements. Capable of connecting any number of sites from just one shared core, the fully-managed solution uses private circuits to carry voice, video, mission-critical and standard data.

The network also offers a variety of bandwidths from 64 to 155Mbps, providing increased speed, flexibility and scalability. And because it is fully managed by our proactive team, any future changes can be accommodated quickly and easily – with minimum disruption to the business.

Increased network efficiency

In all, deployment of the IPVPN solution has increased Carter Synergy's network efficiency by an incredible 400%. "The key benefits have been cost-effectiveness and the outsourcing of the network management and maintenance to ntl:Telewest Business," says John, "The IPVPN solution is also future-proof in that it can carry different types of traffic."

Support you can rely on

Working in such a time-sensitive business, Carter Synergy needs to rely on its telecoms provider around the clock. Having just one point of contact with a dedicated and locally-based account manager, plus 24-hour access to expert customer support, is therefore crucial.

"With our previous communications supplier we would ring up and speak to what seemed like 50 departments before getting through to the right person," John explains. "With ntl:Telewest Business, there's a single point of contact and we have a one-stop-shop for our communication requirements. We provide the experienced ntl:Telewest Business team with information so they can better understand our business and can tailor their support functions to meet our precise requirements."

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What it has made possible

Being able to rely on a high-speed, next-generation communications infrastructure is enabling Carter Synergy to transform working practices. The company is now looking to video conferencing to save travel time and costs between its UK-wide offices. Using its cutting-edge IP-enabled infrastructure, the company has also recently implemented satellite technology to monitor the exact location of engineers in the field – improving operational efficiency.

Moving forward, the network's scalability will play a key role in supporting future developments within the business. As one of the fastest growing independent companies in the UK, Carter Synergy needs to be flexible to meet the changing needs of clients and keep pace with the growth of supermarket and retail chains. To do so, Carter Synergy relies on our dynamic data network, scaling bandwidth as required to meet fluctuating needs.

Telecoms 2.0

Next Generation Networks have enormous potential to transform business. We should know: we have the UK's only national Next Generation Network; one that powers mission-critical services for some of the UK's most demanding customers. But Next Generation Networks need to be matched with a new kind of telco mindset, one that's also next generation and is defined by an open, collaborative, can-do culture. These twin strands of technological capability and service-centric mindset form the DNA of a new kind of business telco. Say hello to Telecoms 2.0.

To find out more call **0800 052 0845** or visit **www.ntltelewestbusiness.co.uk**

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