

Customer Case Study

“Given our previous experience we were extremely sceptical of all carriers. Strencom has proven to be exceptional both in their service and professionalism”

– Tim Murphy
Managing Director, BID

Business Interior and Design



Strencom Service

Wireless Internet Access (and other associated hosting services)

Industry

Design and Construction

Geographies

Ireland

The Need

Business Interior and Design (BID) is a company that is seeking to expand its operation within the Irish market. Key to this is building and maintaining relationships with existing and prospective customers. Like most modern organisations, the majority of BID's communications are conducted over the internet. Therefore it is essential that it has a dependable wireless provider. Strencom, the business IP services provider was selected.

BID's previous wireless provider supplied a service that failed to deliver on its guarantees, resulting in excessive downtime and a misallocation of both financial and human resources. BID estimated that it cost €10,400 a year in salary alone to redeploy employees to resolve the IT problems. In order to overcome this, the company needed to replace their existing internet services provider with a provider that could deliver complete reliability.

Business Interior and Design - Company Overview

Business Interior and Design was established in 2002. It provides interior fit-out, design and construction services for large multinational enterprises, industry and government in Ireland. It supplies, installs, maintains and manages a range of interior fit-outs and solutions, including air-conditioning units, walls and furniture.

The company provides fit-outs for clients such as Pfizer, EMC, O'Flynn Construction, O'Callaghan properties, Health Service Executive and many more.

Service failings - before Strencom

The key to BID's overall dissatisfaction with its previous wireless provider was the complete breakdown of communication between customer and supplier. Tim Murphy*, managing director of Business Interior and Design said, "Whilst I accept that systems can fail for one reason or another, I could never accept a level of service support as poor as we consistently received. When we first signed the contract, we were promised an excellent service, but systematically they failed to deliver".

** No relation to Strencom's Tim Murphy*

Key Issues

- Downtime: On average, BID had been experiencing half a day a week of downtime. When estimated over the course of a year this resulted in twenty-six days annually - almost one month a year where service interruptions from BID's internet carrier caused disruptions to their operations.
- Download speed: The package agreed between both parties included a 1MB download speed but what they received was a significantly reduced speed of 3KBs. In the words of BID's Tim Murphy's words, "I paid for a race-horse and they gave me a snail".
- Reliability: The result of a slow system, consistent downtime and unhelpful support employees was that BID could never rely on having a working internet connection.

Impact on business - before Strencom

BID's Tim Murphy is certain that the company lost business because of continuous disruptions to their systems. For a company that relies heavily on email for the day-to-day running of their operation, the cost of these continuous disruptions is thought to be significant. In labour costs alone, it is estimated that every day of downtime cost BID four hundred euro, as one or more employees were redeployed to resolve the IT issues. With twenty-six days of downtime a year, this equates to €10,400.

The content of emails being exchanged between BID and its customers is extremely time dependent e.g. floor plans, graphics and other documentation. Due to the nature of the industry, the timescale between a contract being tendered, BID pitching and the contract being won can be very short - in some

instances a day. Internet downtime is likely to have resulted in missing deadlines, which would mean lost business opportunities for BID.

Fortunately, they were resourceful enough to overcome these obstacles but it meant diverting their highly trained and skilled workforce away from their intended roles. This was a real waste of financial resources and employee time.

Solution

In an attempt to take control of the situation, BID decided to retain a new carrier and through a combination of competitive pricing, very strong customer references and service guarantees, it eventually selected Strencom. As Cork's most successful and fastest growing data centre and internet services provider, Strencom delivers an innovative combination of products and services, customer support and service level agreements other providers could not match.

Key components of Strencom's service;

- The installation deadline: Strencom was able to consolidate all of BID's Internet services including wireless internet connectivity, host domain names (www.bid.ie and www.bidoffice.ie), mail backup and web hosting in less than two weeks. This installation time was significantly shorter than any other competitor could deliver.
- A managed service level agreement between the two companies was designed to protect BID against unscheduled outages. Upon experiencing downtime, Strencom will refund a percentage of their monthly fee for every hour of disruption.
- Mail backup will automatically backup BID's email in the event that its mail server fails. The Strencom server will automatically deliver all stored emails without BID having to do anything.
- Spam and anti-virus filters safeguard vital business emails with robust virus protection, disaster recovery, security policy enforcement and spam filters.
- Strencom provides a very responsive service whereby highly trained communications specialists are on-hand to answer any of BID's queries.

Outcome

Strencom took complete control of BID's Internet services almost five months ago and since switching, BID has experienced **NO** downtime. As a result, the decision to break ties with their previous carrier has saved them an estimated ten days downtime to date. In the past, the company's IT problems had been the first issue on the agenda at every meeting. This is thankfully no longer the case. With a renewed confidence in IT infrastructure, BID employees are now free to concentrate on the job at hand.

Tim Murphy, managing director, Business Interior Designs said, "Given our previous experience we were extremely sceptical of all carriers. Strencom has proven to be exceptional both in their service and professionalism. The internet has once again become a business facilitator, as opposed to a daily headache".

About Business Interior and Design

Business Interiors & Design (BID) Ltd. is a company that prides itself on quality and workmanship. Our company motto is "Do it once, do it right". Our management staff has many years of experience in all aspects of the industry. Our on-site employees and contractors continually aim to please the clients' needs and are efficient, courteous and highly skilled trades' people. Our clients get the best advice available and the attention to detail that can only come from a specialist fit-out company.

Since the year 2002, the company has been in operation and have completed office and medical fit outs for clients such as: Pfizer, EMC, O'Flynn Construction, O'Callaghan Properties, Ecco Shoes, Advanced Radiology, Health Service Executive, Eyelaser Ireland, and many more...