



Success Story:

STL Communications Multi-site PWAN

CityFibre

STL Business
Communications
Solutions

STL Communications

CityFibre and STL Communications deliver Multi-site, wires only PWAN

STL Communications worked with CityFibre to deliver a complex, multi-site, wires only PWAN solution to a high value customer, Ridgeway.

The Requirement

Through continual growth and expansion the customer, Ridgeway, one of the UK's leading and fastest-growing car dealerships, needed to significantly upgrade its communications systems. The company required reliable connections for all of its locations into two key data centres and a network that could be depended upon to support fast and reliable voice and data traffic.

The Solution

Working with CityFibre, STL provided a range of connections to support Ridgeway's network including a 40Mbps leased line over a 100Mbps bearer to the Internet and several other 20Mbps and 10Mbps connections to the Internet and into Ridgeway's own private Layer 2 network, providing access to 2 key data centres to support key line-of-business applications and services.

The Partner



The Benefits

- The customer received a robust, secure and future-proof network with strong SLAs and at an affordable price.
- STL Communications strengthened its relationships with both the customer and CityFibre and already has new projects lined up.
- By using CityFibre, STL had complete peace of mind in the efficient delivery of each connection without delays or issue.



STL Communications is a leading provider of communication solutions to businesses in the UK. Operating from offices in Witney the company has clients all over the country and is a well-known and highly respected business in Oxfordshire and across southern England. It employs over 40 staff and works with some of the world's leading voice and data comms suppliers.

Philip Donigan,
Sales Director at STL Communications

STL Communications

Provisioning for growth

CityFibre worked with STL Communications to provide extensive wires-only connections for Ridgeway, one of the UK's leading and fastest-growing car dealerships. The resulting network provides a dependable base for the group's day-to-day operations, enabling STL to deliver even more benefits to the customer.

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The company offers a one-stop shop service for all communications needs, reducing complexity and providing everything on a single bill. Its experienced team has exceptional technical know-how and can bring together the best vendor technologies and services to create bespoke solutions that help customers to gain a competitive advantage, all whilst future-proofing their investment and keeping costs under control.

STL prides itself on its professional approach and keen business awareness, yet retains a personal touch with expert customer service and dedicated account management for all its customers. It is ISO 9001 and ISO 14001 accredited.

STL and CityFibre

STL Communications has used CityFibre as a provider of connectivity services for its clients for a number of years. The two companies have a good relationship that has grown since the first positive impressions that the supplier made on STL when they first came into contact in 2012, as Philip Donigan, Sales Director at STL Communications, explains.

"CityFibre is well known throughout the industry and, with STL being a decent sized independent solutions supplier, they approached us and were keen to prove what they could do. We decided to introduce CityFibre into our portfolio as a further option for customers."

The Ridgeway project

Ridgeway is a leading new and used car dealer, ranked as a Top 20 largest Motor Retail Group in the UK and listed as 12th on the latest Sunday Times Top Track 250 league table (2014) of Britain's leading mid-market private companies.

It offers new and used vehicles from leading brands such as Audi, BMW, Mercedes-Benz and Volkswagen and after-sales services on a wide range of top marques at more than 32 locations throughout Oxfordshire and the middle and south of England. Ridgeway's story has been one of continual growth and expansion and when – in mid 2015 – the group wanted to upgrade its communications systems to ensure all locations could make optimal use of its software and systems, STL Communications was called in to propose a solution.

Ridgeway needed to provide reliable connections for all its locations into two key data centres and a network that could be depended upon to support fast and dependable voice and data traffic. With sites of varying sizes, there was a wide range of requirements across the network and a number of challenges to overcome.

Donigan describes how the project unfolded: "We were given the opportunity to provide a solution for Ridgeway, who had been a customer of ours for a number of years. They are one of our bigger clients and some of the things they wanted to do were a little unconventional. We spoke to CityFibre about the project and were impressed with what they were proposing and their pricing."

Ridgeway was already working with an IT partner on a more extensive project and placed the deployment and management of the connectivity services into the hands of this supplier. This company was providing the core network equipment infrastructure and as such, CityFibre was being asked to provide a 'wires-only' proposition, rather than the full MPLS network management capability it would usually expect to provide as part of a private WAN set-up.

"STL also looked at a proposal from another well-known connectivity partner and Ridgeway assessed the options in depth before deciding to commit to CityFibre." says Donigan.

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Technically and with respect to provisioning CityFibre has been very good indeed, and they have also been extremely responsive. We are already working with them on a couple of even bigger projects.

Philip Donigan,
Sales Director at STL Communications

STL Communications

With it being a fairly big Wide Area Network, pricing was quite an important factor. "Ridgeway was also very keen to see high network SLAs and uptime throughout the network. They wanted to explore it all in some detail and we had multiple site meetings and conference calls to go through the details. They were very happy with the answers CityFibre provided and the service levels the company was prepared to offer."

The CityFibre Solution

CityFibre provided a range of connections to support Ridgeway's network. These include, where the need for bandwidth is greatest, a 40Mbps leased line connection running over a 100Mbps bearer to the Internet and several other 20Mbps and 10Mbps connections that go out to the Internet or into Ridgeway's own private Layer 2 network. This delivered access to the two key data centres from which the whole group can access key line-of-business applications and services.

There are several fibre connections with guaranteed bandwidth and numerous unmanaged broadband connections too.

It is an extensive and fairly complex network. But it presented no major challenges for CityFibre and Donigan has been impressed by the efficiency that the company has displayed in delivering what was required.

"To date it's been very good. We get good support and requests are soon pushed through to the provisioning team, who then liaise with whoever it is that's providing the tail connection. The good thing about CityFibre is that they are an aggregator, so they can go to different providers and use the best and most cost effective service available in that area."

Another advantage is the efficiency and speed at which CityFibre is able to manage the process of installing leased lines. "With leased lines there can often be issues with surveys, lead times and delivery and they won't always be in full control of that. But it's been as smooth as it possibly could have been and CityFibre has also been very helpful in delivering temporary services – ADSL or FTTC – where they have been required, just to make sure the site has some connectivity and can carry on working while they are waiting for a new connection."

"Ridgeway is more than satisfied with the results to date, and STL has been equally impressed with CityFibre's capability and delivery and the two companies are now working together even more closely." says Donigan. "Technically and with respect to provisioning they have been very good indeed, and they have also been extremely responsive. We are already working with them on a couple of even bigger projects."

A photograph of a man with short brown hair, a beard, and glasses, wearing a dark shirt. He is smiling and looking down at a laptop screen while holding a black telephone receiver to his ear. The background is a blurred office setting with window blinds. The image is partially obscured by a large green diagonal stripe and a yellow diagonal stripe that cross each other.

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**If there's a CityFibre enabled business
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