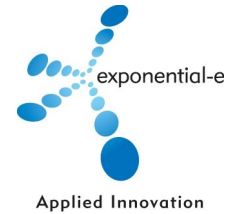


## FE Burman Case Study

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## **Next Generation Infrastructure to Support the Digital Printing Age**

FE Burman is a specialist provider of digital and short-run off-set printing and a well established name in the Print and Publishing sector. The company, whose clients include HSBC, The Bank of England, IPC Media, and The Economist, is based in South London and operates 24 hours a day, 7 days a week, 365 days a year.

Over the last few years the company's network infrastructure has become pivotal to its business as the media industry continues to migrate to a digital workflow and the creation of an increasingly worldwide community. Today, the majority of material received by FE Burman is via the Internet, while common business practices, such as proofing layouts and sharing files are all done online. The company also stores large graphic files for its publisher clients (up to 8 terabytes of data), all of which have to be accessible for customers to browse and download at any moment.

To state the Internet is mission critical to FE Burman's business is no exaggeration. Any downtime, even for a few hours, would have a major negative impact. With this in mind the company decided to review its existing 2Mb SDH leased line connection, which was being provided by MCI. An additional requirement of the new solution was that it would have to incorporate remote-workers, specifically support staff and directors, giving them secure access to the same functionality from home as they would expect to have if they were in the office.

### **The Requirements**

- At Least Double the Existing Internet Bandwidth
- Cost-effective (NOT double the costs)
- Resilient Internet Connectivity Solution
- Guaranteed Performance
- Secure home-worker connections, giving seamless access to back-office functionality
- Solution to accommodate future growth and flexibility to ensure FE Burman can adapt its network infrastructure to accommodate any expansion and new initiatives, including VoIP



## The Solution

Having considered a number of suppliers, FE Burman selected PureEthernet™ provider Exponential-e. According to Andy Psarianos, IT Director, FE Burman: "As an Ethernet provider Exponential-e could remove some of the overheads on the circuits. They also designed a bespoke solution around our specific business requirements. The team were knowledgeable and always helpful".

- **Business Grade Internet**

Exponential-e now provides FE Burman with its high quality, resilient Internet service, PowerServe. A 10Mb optical fibre circuit was installed from the company's South London office into one of Exponential-e's 11 London metro PoPs. An Internet VLAN then connected FE Burman to multiple IP Gateways, meaning that unlike most traditional ISP's this would not be a major single point of failure.

Exponential-e was also able to meet the demanding speed requirements of FE Burman.. In addition to taking global transit from five Tier-1 providers, Exponential-e has an Internet optimisation platform built into its core infrastructure. The platform, called Route1, dynamically selects optimum routes across the Internet in real time, ensuring each Internet session takes the quickest route from the best provider at any given time, every time.

For additional resilience, a secondary circuit was installed, circumnavigating the Exponential-e core network to provide 100% diversity throughout the solution. The secondary circuit offers automatic fail-over time from the primary circuit of less than 4 seconds – offering an SLA of 99.999% and guaranteeing nearly zero packet loss.

- **Integration of Home-Workers**

Private DSL Circuits were installed to connect each member of the support team from their home to Exponential-e's DSL Network. Each site then had a private (non-Internet) connection back to FE Burman's South London site.

The solution provides secure, private connections from the home-office to the company's WAN through a Gateway site. It has proved ideal for the support staff and directors of FE Burman who need access to back office systems. Since all connections come into the office before going out over the Internet, it also ensures FE Burman retains total control over usage by the remote sites.

## The Benefits

- Twice the Internet Bandwidth for Half the Cost
- Improved Network Speeds, Reduced Latency and Packet Loss
- Internet and Resilience in a Single Connection
- Peace of Mind with 99.999% Service Level Agreement
- More Productive and Happier Support Staff since they no longer have to travel into central London for night-shifts
- Simplified Administration and management of remote workers as no firewalls or encryption were required