

Not-for-profit case study:  
**Striving for better health**

## Global charitable foundation gets “Wellcome” network boost

### About The Wellcome Trust

The Wellcome Trust was established in 1936 as a global charitable foundation dedicated to achieving extraordinary improvements in human and animal health. It is the UK’s largest charitable funder of biomedical research, independent of both political and commercial interests, with an endowment of around £13.9 billion. The Trust’s breadth of support includes public engagement, education and the application of research to improve health.

It spends around £600 million per year supporting biomedical research and

the medical humanities, with much of this funding boosting research that increases our knowledge of health and disease. It also funds technology transfer, allowing innovations to emerge as new health products.

The Trust’s operations are run from two buildings in Euston Road, North West London: Wellcome Collection, which houses galleries, events and the world-renowned Wellcome Library, and the Gibbs Building next door, the administration headquarters that opened in 2004.

#### Solution at a glance:

**Business Internet service** supporting email, website hosting and internet browsing

**A<sup>3</sup> self-service portal** controlling Internet traffic

**Business continuity** a gigabit link between London and the Trust’s DR site

**Video conferencing** supporting the Trust’s goal of cutting down on travel

**WiFi** free open access to the corporate and public building

**Multi-site VPLS platform** supports multiple services

**Quality of Service guarantees**

## Benefiting from Exponential-e's wealth of expertise

Exponential-e provided a dedicated fibre optic PowerWAN connection between The Trust's North West London headquarters and their data centre in Romford, Essex, over which it can back up important data. Using its Layer 2 Ethernet networking approach Exponential-e is able to provide a really fast, gigabit connection between the two sites.

PowerWAN is a highly secure, low latency Next Generation WAN solution. Designed to connect sites either point-to-point or as a mesh, it uses VPLS technology to create a WAN with many of the features and functionality of a LAN. It enables the provision of multiple services such as video, voice and data over the same access circuit, bringing true convergence on to the WAN. End-to-end QoS facilitates bespoke levels of prioritisation ensuring sound performance of mission critical services.

Exponential-e's extensive footprint of data centres means the customer's DR facility was already on-net enabling The Wellcome Trust to benefit from robust support and reliable data recovery.

Round-the-clock monitoring is provided by Exponential-e's Ethernet Demarcation Devices (EDD). Integrated into the customer network, they allow physical separation of different services. They are able to locate any faults quickly and fix them before any disruption to daily activity occurs. Link Layer management is a key component of the EDD offering Status Monitoring, Port and VLAN loopbacks to perform Bit Error Rate Tests. The EDD also performs remote cable integrity checks.

Exponential-e's Next Generation Network (NGN) also supports The Wellcome Trust's video conferencing traffic via high definition,

end-to-end, video-enabled communication and collaboration solutions. It delivers high quality experiences and great deployment flexibility with premium-grade bandwidth over its ultra-secure network.

The bespoke network stands the Trust in good stead in what is its 75th anniversary year. Partnering with Exponential-e it can look forward with assurance to the next successful stage of its development.



## Customer satisfaction - and foundations for a harmonious working relationship

Paul Stafford, Infrastructure Service Manager at The Wellcome Trust, takes up the story:

*"When we first engaged with Exponential-e, we were only looking at our Internet service. We needed a reliable service which could expand with our needs. At the time Wellcome Trust was dealing with many different suppliers and it was not always easy to juggle all these relationships.*

*Exponential-e offered to look at the solution holistically and manage the ongoing relationship with the view to significantly reduce costs. As part of the business Internet deployment Exponential-e provided a fully resilient failover service installed to provide continuity in the event of any outage. The transition to Exponential-e was seamless."*

The Wellcome Trust's Internet service is delivered via Exponential-e's flagship PowerNGN*plus*. It combines Exponential-e's premium business Internet solution, PowerNGN, with several other benefits – including groundbreaking technology, A<sup>3</sup>. It also includes DDoS mitigation for protection against external attacks and a 99.99 % uptime SLA as standard. It is the perfect tool

for businesses looking to optimise their cloud projects as it enables business-critical applications to be allocated more bandwidth than non-critical applications, improving performance. It is cloud-ready, fully IPv4 and IPv6 compliant and offers peering relationships with some of the largest content providers.

Paul went on to say:

*"Since our initial discussions about the Internet our business relationship with Exponential-e has now flourished to the extent they are now strategic partners of The Wellcome Trust. Our requirements have grown to encompass a link for video conferencing and also a connection to the Disaster Recovery Centre. And we are also looking into launching a virtualisation programme in what is a busy time for the Trust, as we are celebrating our 75th anniversary."*

## A<sup>3</sup>...for extra peace of mind in the workplace

The Wellcome Trust were early adopters of Exponential-e's application performance management system delivered through its A<sup>3</sup> family of services – Application Awareness and Assurance, a cloud-based service allowing users the power to view, manage and control the bandwidth traffic on their network at a business application level utilising a self-service portal.

Paul explains:

*“Exponential-e's traffic analyser and control feature has greatly assisted the Wellcome Trust. We provide free Wi-Fi access to the public within the café area of our exhibition space, Wellcome Collection.”*

*“The PowerNGNplus portal revealed that in just one week 20 gigabytes of non-critical applications were running over our service. Analysis showed this was made up of large quantities of BitTorrent, Rapidshare and eDonkey. The portal has let us block this application directly and put rate limits in place for the use of social media.”*

*“The Wellcome Trust looked for a higher level of reporting and control over the way in which the Internet connection was used. After discussions with Exponential-e, we have adopted the A<sup>3</sup> service which provides online reporting and control of the connection.”*

*“Instantly we were able to disable some non-business services and utilise that bandwidth. With ongoing reporting we can track how the Internet is being used and we are now completely in control of this service.”*



For further information about The Wellcome Trust visit: [www.wellcome.ac.uk](http://www.wellcome.ac.uk)

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