



**BESPOKE SOLUTION  
ENSURES RELIABLE ACCESS  
FOR BUSINESSES THAT NEED  
ALWAYS-ON CONNECTIVITY**

**ABOUT  
SAUSAGE DOG**

Sausage Dog Entertainment Ltd is a franchised operation of CeX - the world's leading technology and entertainment exchange specialist, with over 600 stores and global operations in four continents. Buying, testing, updating and selling computers, tablets, games consoles, smart devices and digital electronics from the public is the heart of the CeX brand.

Sausage Dog operates a number of retail stores under the CeX brand across the UK, and its headquarters houses an internal repair centre for store equipment. It also shares its HQ with Apperley Honing: a machining business with customers in the oil and gas, aerospace and medical sectors. The business depends heavily on international communication, as well as large CAD files and technical documents.

With both businesses reliant on internet connectivity for essential daily tasks, a robust, stable connection with available bandwidth to meet both operations' needs was a must.



## THE CHALLENGE

"DROPPING OUT OF VIDEO CALLS DUE TO A POOR CONNECTION WAS EMBARRASSING TO SAY THE LEAST."

**CARL BROWN**  
DIRECTOR, SAUSAGE DOG

Even though Sausage Dog previously enjoyed a high-speed, fibre-based internet connection, the service dropped out far too often, on average once per day! These outages would usually last for only 15 mins at a time, but Sausage Dog leveraged VoIP phone systems and was dependant on online collaboration and production management software, such as G-Suite, to run the business efficiently. Sausage Dog also found that speeds would drop during peak times, as the connection was shared with other local businesses.

Because the services that Sausage Dog use daily are cloud-based, the regular outages had started to frustrate staff and damage the credibility of the business, especially when phone calls dropped mid-conversation or prevented teams from collaborating on shared documents.

Ultimately, Sausage Dog required a reliable 24/7/365 connection that guaranteed resiliency and reliability. As the business was in the middle of moving premises, it was the perfect time to start exploring better connectivity options.

Carl Brown, Sausage Dog's Director, had started to research leased line options, focusing on identifying a solution that would provide competitive pricing and guaranteed reliability to ensure the smooth running of the business and reached out to TalkTalk Business.

## THE SOLUTION

"IT WAS GREAT TO GET AN EMAIL WITH THE NETWORK SETTINGS, ENTER THEM INTO OUR SYSTEMS AND FOR EVERYTHING TO JUST WORK. IT WAS SO SIMPLE."

**CARL BROWN**  
DIRECTOR, SAUSAGE DOG

Carl was introduced to Conor Miley, his contact in the New Business team who would manage his account, and the two started to explore options that would meet Sausage Dog's current and future needs. Conor recommended a 100Mbps leased line combined with an Ethernet over Fibre to the Cabinet (EoFTTC) back-up service for added resiliency.

The leased line would be delivered through a higher bandwidth 1Gb bearer line, which ensured that Sausage Dog had the capacity to scale-up the service in the future, as the needs of the operation grew. Acting as a secondary 'failover' line, the EoFTTC connection would automatically take over if the primary connection went down, preventing any disruption to Sausage Dog's day-to-day activities. Carl considered the pricing for the combined solution to be extremely competitive.

Even though Carl is technically minded, he wanted a simple solution that required little-to-no maintenance from Sausage Dog so that he and his team could focus on day-to-day tasks, organising the logistics of despatching hundreds of orders each and every week.

It was also important to Sausage Dog that the solution was delivered within their timeframe. Having placed the order just before Christmas, TalkTalk Business worked through the national holidays, deploying engineers to install the hardware and delivering the EoFTTC service within a month, as well as the bespoke leased line in seven weeks from when the order was originally placed.

## THE RESULTS

"OUR SERVICE HASN'T DROPPED OFF ONCE! NOW, WE HAVE A RELIABLE CONNECTION THAT HELPS US TO MAINTAIN COMMERCIAL RELATIONSHIPS AND MAKE THE RIGHT FIRST IMPRESSION, EVERY TIME. THERE'S A DEFINITE IMPROVEMENT IN THE SPEED AND QUALITY OF THE CONNECTION TOO."

"THOUGH WE HAVEN'T HAD MUCH NEED TO TALK SINCE THE CONNECTION WAS INSTALLED, IT'S GREAT TO HAVE A PERSON WE KNOW AT THE OTHER END OF A LINE WHEN WE NEED IT. THE SERVICE HAS BEEN MUCH BETTER THAN OTHER SUPPLIERS, WHERE YOU'RE TRANSFERRED TO A CENTRAL SUPPORT CENTRE AND THE OPERATOR DOESN'T UNDERSTAND WHAT DOWNTIME MEANS FOR YOUR BUSINESS."

**CARL BROWN**  
DIRECTOR, SAUSAGE DOG

Since adopting TalkTalk Business' leased line, Sausage Dog has experienced 100% uptime and no slow-down during peak times. This has ensured the on-site team has been able to stay in touch with remote workers and commercial partners throughout the pandemic, with no issues and crystal-clear audio and video calling.

What's more, Sausage Dog can now scale the solution in line with the evolving needs of the business. Carl just needs to pick up the phone to scale up the connection and ensure robust access for all of Sausage Dog's 22 employees, alongside Honing's 10-strong engineering and administration team.

While a dedicated leased line and EoFTTC backup has delivered exactly what Sausage Dog needed, Carl's also full of praise for the level of service he's received. With account support from Conor, if there's a problem with his connectivity, Carl has peace of mind that support from an expert who understands his business is just a phone call away.