



BRINGING THE OFFICE HOME: AN IT CONSULTANCY GETS GROWTH LOCKED DOWN

ABOUT

i90

James is an IT consultant and, through his company i90, he provides support and maintenance for local small and medium enterprises businesses in the North East. In a pre-Covid world, he split his time between working from home, going to the office or delivering support on-site in his clients' premises.

Aside from issues surrounding video calls – which were always handled on 4G rather than through his Wi-Fi connection – James' residential broadband was generally enough to support his business requirements. However, when the pandemic began and the government announced the first lockdown, he and the rest of the family were home 24/7, and the residential connection was put under greater strain than ever.

To compound matters, while James battled for bandwidth, he was also busier than ever, helping clients adopt their own remote working models.

THE CHALLENGE

"IF ONE OF THE KIDS TURNED ON NETFLIX WHILE I WAS WORKING AT HOME, THAT WOULD BE ENOUGH TO KNOCK ME OUT OF THE GAME. BANDWIDTH'S BEEN AN ISSUE IN OUR HOUSE FOR A WHILE NOW."

JAMES POWELL
DIRECTOR, I90

THE SOLUTION

For James, when it came to prioritising bandwidth, work had to come first, and this limited the rest of the family's internet activity. But with lockdown restrictions in place and two teenage sons in the house, consistent, reliable access to streaming and online gaming was becoming something of a concern!

It was clear his connection wasn't up to the task. James needed a solution that could support his growing business requirements and his family's entertainment needs.

"I needed access to more bandwidth than ever, so I could run my business and support my clients during an extremely challenging period, while making sure my family had what they needed through lockdown too."

THE PRODUCT

As an IT advisor, James has set up several clients with TalkTalk, so he already knew about the fast, reliable and resilient connectivity and business-grade service levels that come with our dedicated leased lines. To make sure he had the speed and bandwidth to accommodate new ways of working and that his family would have unrestricted internet access, he spoke to one of our specialist advisors and ordered a 200Mbps/1Gbps dedicated leased line.

A dedicated leased line is an uncontended connection delivered directly from an exchange to a customer's premise. Unlike contended alternatives like ADSL or Fibre broadband, dedicated connections provide consistent and superfast synchronous upload and download speeds at all times, meaning you'll never have to worry about slowdown during peak hours of the day.

Leased lines offer stable connectivity that's reserved exclusively for your business. This scalable solution can grow in line with your needs and is backed by business-grade SLAs (30-minute maximum response time and 4-hour maximum fix time), so in the unlikely event of downtime, we'll have you back up and running, fast.

THE RESULTS

"WITH MY NEW LEASED LINE, I CAN PROVIDE SERVICES THAT I COULDN'T EVEN THINK OF THREE MONTHS AGO. I'M DELIGHTED BECAUSE IT'S DONE EXACTLY WHAT I NEEDED IT TO DO. IT'S DELIVERED THE CONNECTIVITY MY FAMILY NEEDED AND AT THE SAME TIME ENABLED ME TO EVOLVE AND ENHANCE MY BUSINESS OFFERING."

JAMES POWELL
DIRECTOR, I90

For James, the new connectivity has been a gamechanger. He no longer has to host video calls over 4G and the consistent connection means he never worries about calls dropping out.

And James' productivity has increased massively. Before he had his leased line, if a client asked him roll out new software throughout an entire company, he had to set up one user at a time. Now he can – and does – run several sessions concurrently, meaning he's able to get through his work that much faster.

The dedicated leased line has also opened up new possibilities for his business and enabled him to support clients as they evolve the way they work. For instance, at the height of the first lockdown, his estate agent clients wanted to provide virtual property viewings.

Rather than struggling to upload the large files online themselves, they outsourced it to James, who now charges them a monthly retainer to manage all their online viewings. Uploading a one-minute video used to take 10-12 minutes on his old connection, but with his leased line, now it's ready by the time he clicks 'submit'. The new connectivity has enhanced the way James works and delivered brand new revenue streams. He's delighted with it and crucially, so's the rest of the family, because now they can all be online at the same time without any restrictions.

