

# Success story - Ethernet



## Securus Communications



## Snapshot

Securus Communications only entered the connectivity market in 2012 but through its close partnership with Entanet, the company has seen impressive four-fold growth.

### The requirement

As a new provider, Securus was looking for a high quality, trustworthy and reliable partner to deliver flexible business connectivity solutions to its customers.

### The solution

Securus developed a close working relationship with Entanet, giving the company access to a variety of competitive and market-leading solutions from various carriers, all backed up by superior service and support.

### The benefits

- Securus has a reliable wholesale connectivity partner, giving the business complete confidence in the solutions it delivers
- It gains access to multiple carrier networks and services whilst benefitting from the support, guidance and efficient service delivery skills of Entanet
- With Entanet's support, Securus has successfully implemented a number of large-scale solutions enabling it to enjoy significant growth and success

### Conclusion

We have a good relationship and I think we are probably one of their fastest-growing partners at the moment. The Entanet sales team is very good at telling us what is coming up and that's useful, as it means we can start talking to customers and prospects about new options. They are quick to market with new products and the sales team understands what we are trying to do and why we do it.



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## In-depth

### Partnership works for Securus

Comms services reseller and aggregator Securus Communications has grown its business almost four-fold over the past two years due in no small part to the strong relationship the company has with wholesale comms provider Entanet. We talked to Brett Rowe, Managing Director of Securus about how he's managed to make use of the support available to fuel the progression of his business

Hook-based Securus Communications is a relatively young company; the firm's Managing Director, Brett Rowe, founded the business in January 2012, at a time when it seemed that the market was already quite crowded.

But Securus was born with a crystal clear vision. "We felt there was a need for a business that could provide a level of service beyond what was available at that time. As businesses move to the cloud, they need more personal service, not less and the market was missing that point. We also offer flexible and tailored solutions to meet specific needs and resilience options, whilst providing services that represent excellent value for money. We wanted to enable our customers to generate more business and gain a real competitive advantage."

From the start, Securus also wanted to stay independent, so that it could always give customers an unbiased view of the current and future technologies available. The phenomenal growth of the company - almost 400 percent since the start of 2013 - is testimony to the success of this focused approach. The company has customers across the UK and nine staff.

### Trustworthy suppliers

However, Rowe also knew that, to be successful in achieving its goals and delivering high standards, Securus would need to have strong partnerships with good, trustworthy suppliers. One of the first companies he turned to when he started the business was Entanet.

"I had worked with Entanet at my previous company, where I'd worked since 2005 as Sales and Marketing Director. I was dealing with them regularly and had built a good relationship with their sales team. When I started Securus, they were the obvious people to talk to, although I had not at that stage decided to make them my primary comms partner. We looked at several companies but what attracted me about Entanet was the breadth of suppliers they worked with already - BT, Vodafone, Virgin, TalkTalk and others. They were already connected to all of these companies, so effectively I got access to all of them through Entanet."

The relationship he had already built up with the Entanet sales team was the crucial factor though. "There are lots of comms suppliers that can do what Entanet does essentially, but it was that established relationship that gave it the edge."

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## Well-placed

Rowe felt that he'd be able to trust the Entanet team and work with them to get the best results for the customer. His faith was well-placed. The Entanet team has helped him in many ways over the past three years. It has, in particular, provided invaluable support in finding the right services at the right price for new customers. A major project Securus was asked to deliver for a leisure chain, implemented in January this year, was just one example, as Rowe explains.

"We had an opportunity with a group of hotels and the IT Director was quite concerned about the possibility of there being excess construction charges for the fibre installations. Entanet did a lot of up-front work to determine where the fibre ran at each of the locations. That gave us as much of a guarantee as it was possible on any additional costs that might be incurred. Having that information in advance gave the customer a lot of confidence. They got it pretty much spot-on too, so we were able to manage the customer's expectations very well. That was a significant piece of business and Entanet's help was really valuable."

Another important win came in October last year, when Securus worked with Entanet to ensure that a major customer operating in the manufacturing sector would not experience any significant outage of connectivity. The customer also needed very high bandwidth, so it could transfer very large design files between its locations comfortably. Entanet worked with Securus to provide the appropriate leased line connections and customised resilience, setting up two completely separate connections through different routes. Even though this company has some fairly remote locations, Entanet's nationwide network meant that it was able to meet all the customer's requirements.

## Flexible & pro-active

Entanet is always prepared to be flexible and not only find the right solution for the end customer, but also the right price, Rowe points out. "Entanet work with me proactively to do business - not many companies will do that. I can work with them and agree a target price for a customer and they will come up with a relevant solution and other factors to consider, so that we can get to a competitive price. Most suppliers just point you at a portal and tell you to get the price off there. Entanet won't do that." The other aspect of Entanet's approach that stands out for Brett is how well it keeps him informed of new developments and how swiftly it delivers new solutions. "Entanet are very good at bringing new products to market quickly. They were one of the first to make EFM services available and it was the same with FTTC. They do all the R&D and testing first and they do that very early on in the process. Some suppliers will take six months to bring a new product to market."

Rowe also likes Entanet's synerg portal. Securus makes use of this resource on a daily basis. It provides the company with a quick, no-nonsense way to order simpler connections for customers. Securus uses it mostly to buy and set-up ADSL connections for its customers. While this is not a major part of its business, customers expect Securus to be able to provide ASDL as part of its complete service offering. Using synerg makes it much easier to manage these tasks, he says.

"For me synerg is brilliant because I can use it 24-hours a day, so I can do what I need to do at any time. I can check what is available for a customer in their location and input the necessary details to place an order and arrange provisioning. It is very quick, simple and intuitive to use."

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## Building Business

There are a number of ways Securus benefits by working with Entanet and Rowe is positive about building new business in partnership with Entanet in the future. "We have a good relationship and I think we are probably one of their fastest-growing partners at the moment. The Entanet sales team is very good at telling us what is coming up and that's useful as it means we can start talking to customers and prospects about new options. They are quick to market with new products and the sales team understands what we are trying to do and why we do it. Their support is pretty good too and they are always available 24-7."

The partnership also works really well for Entanet, says Neil Watson, Head of Services at the comms provider. "Securus is an excellent partner for us. The way they work and we work fits almost perfectly and we're delighted that we've been able to help them succeed and grow their business. I think it's a good illustration of just how productive a really collaborative partnership can be. In every project we've worked on together, we have focused on what the customer needs as the priority and that, more than anything else, is the reason it works so well."

For Securus and for Entanet, working closely together to ensure they can meet the needs of customers is paying handsome rewards and there is every reason to expect that to continue, says Watson. "I don't see why we can't continue to support Securus as it grows further. The opportunities are getting bigger but that's not a problem for us as we have the network and the capacity to deliver just about any requirement, so really, the sky's the limit. It just goes to show that, when you get it right, partnership really does work."

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