

Success story - Broadband & Hosting



Redbox Internet Services



Snapshot

Redbox Internet Services Ltd is a growing hosting and Internet services provider located in the Peak District and provides services mainly to local companies with straightforward and trustworthy ISP solutions.

The requirement

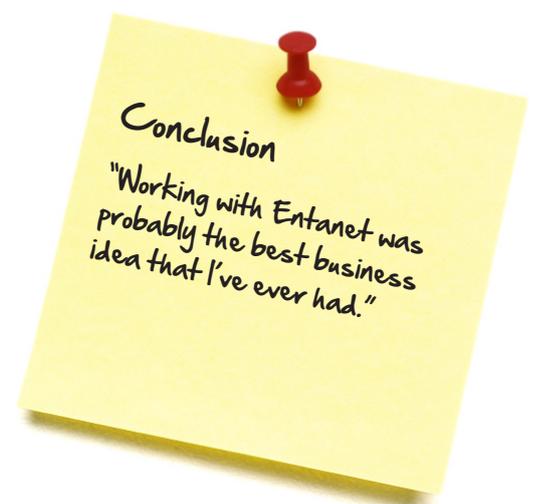
Redbox was looking for a reliable wholesale partner to supply high quality broadband and hosting services with knowledgeable UK based support staff.

The solution

Redbox partnered with Entanet to provide high quality broadband and hosting services, supported by knowledgeable UK based technical support and useful online resources.

The benefits

- ▶ Redbox can benefit from a vast portfolio of voice and data connectivity services from a single supplier.
- ▶ It has access to knowledgeable UK based technical support and useful online resources.
- ▶ Redbox has felt supported at every stage, improving its confidence and helping it grow.





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In-depth

A matter of confidence

Redbox Internet Services Ltd needed a reliable broadband and hosting services supplier that would make it feel confident about talking to customers. It chose to work with Entanet and it was certainly a smart decision.

Redbox is a small growing hosting and Internet services provider located in Chapel-en-le-Frith in the Peak District of central England. Like hundreds of other small ICT companies around the UK, it serves mainly local companies that need simple, reliable and cost-effective web and email provision. Most of its customers have fewer than 50 staff, the biggest around 300.

The company started working with Entanet to provide ADSL broadband connectivity to its customers early in 2008. Proprietor of Redbox, Justin Wild, decided it was time to make sure that his customers had access to a decent service that they, and he, could trust completely. "I'd spent more than 12 years providing hardware and IT services and I had become increasingly frustrated by the poor quality of hosting, email and ADSL that I saw customers being given. I decided that I could provide a better service for them."

He had provided Internet services before but without fixing on a single supplier. Experience had shown that most ISPs or hosting providers were unable to provide a good level of service in all areas at an affordable price. Wild now decided that he would find a single supplier that could be relied upon to deliver to his and his customers' expectations and provide everything that they might need, from simple broadband to comprehensive hosting solutions.

A dependable partner

Enta Technologies was already known to Redbox as a dependable and friendly supplier of IT products and through his relationship here, Wild had also become aware of Entanet. He decided to find out more and started to scan Internet forums and other sources of information to see what people said about the services that the company offered.

He wasn't set on working with Entanet just because he had an established relationship with EntaTech. He was also determined not to compromise on what he needed from a services provider and looked at several other potential Internet and hosting partners before finally deciding to work with Entanet.

"I'd been disappointed with previous providers as they didn't seem to be able to offer both the service and the technical support. They also seemed to lack any real product knowledge. I wanted a one-stop shop so that all the services would be in one place and all under my control. I also wanted a communications provider that offered a wide range of products as well as attractive commission."

"Redbox is a small hosting and Internet services provider located in the Peak District and serving mainly local companies that need simple, reliable and cost-effective web and email provision."

Justin Wild,
Proprietor,
Redbox Internet Services Ltd



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He liked what he saw on the forums and the response that he received when he made contact with Entanet. "During my research, Entanet's name came up repeatedly and when I spoke with one of Entanet's Partner Account Managers, he couldn't do enough to help me. He consistently made an effort to deal with my requests quickly and spent time finding answers he didn't have to hand. I honestly felt confident that whatever I threw at Entanet they could deliver. It was clear my business could grow with Entanet. That's why I chose to work with them."

Entanet made getting started relatively easy as well, he notes. "I had a bit of a learning curve to start with, which is always to be expected when you are diversifying. But I was through that quickly and on my way."

No looking back

Since then he has hardly looked back and, after starting off by offering simple ADSL connections, Redbox has built up its business, adding Entanet's Viper hosting and other services to its portfolio. Just over a year after it first started working with Entanet, it had around 30 hosting customers with more being added. By the end of 2009, Wild is expecting to have doubled the number of customers making use of the Viper services.

The major benefit of working with Entanet is knowing that you can depend on the availability and quality of service, says Wild. "It is all about confidence really. I have a lot of confidence in the people that I speak to at Entanet. They provide me with a flexible solution and I feel that they listen to me."

He has also been impressed by the level of support that Entanet provides. Redbox has access to premier support and while things rarely go wrong, it is well worth having this additional backup, says Wild. "Partner services and technical support have been very eager to help and they've never left me feeling like I've been asking too much of them."

Quality of service

This really makes a difference for Redbox and makes it much easier to keep customers satisfied which, in today's climate, is vital.

"It's important to me to have a quality service and that's what I'm getting at Entanet. It's what I call the 'John Lewis' service. This is more important than low prices. The quality of support makes my business look good and I value that a lot."

The on-line resources that Entanet makes available to its partners also helps a lot, he points out. Wild can go into the system and see the current status of his customers' services. He can see how much time they have spent using the service and how much of their bandwidth, download and storage space

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allocations they are using. This means he can go back to customers with detailed information and even recommendations about upgrading or switching to different services. On the rare occasion when there is some kind of a problem, this is really useful as he can log-on and check if there is any kind of problem with a specific service, connection or device.

This means he can deliver a better, more hands-on service and build customer loyalty and, ultimately, a more profitable business. In the months ahead he is planning to offer automated on-line ordering through the Redbox website that links directly into Entanet's systems.

Long-term approach

Wild says that Entanet's flexibility in terms of its service offerings and operational model is also valuable. "I can decide what to offer to my customers and set my own pricing, but they still collect the money for me and I simply bill Entanet. Being able to do that is great."

He has also been impressed by the continued investments that Entanet has been making to improve its network and sees the company as a long-term partner. "With its broad range of products and its proactive approach to investment, I see Entanet as a forward looking company that invests in the future of its business and by extension, my business. I feel I can rely on Entanet to help me grow my business as a result."

Wild says that the overall package that Entanet delivers by offering a comprehensive portfolio of communications services, high levels of availability, dependable performance and superb technical support and on-line services, has made a real difference for Redbox. "Working with Entanet was probably the best business idea that I've ever had."

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