

# Success story - PWAN



## Swift Managed Services



## Snapshot

From its offices in West London, Swift Managed Services Ltd offers a wide range of services, from installation of PC systems and Internet connectivity to complete development and management of multi-site, fully integrated converged networks.

### The requirement

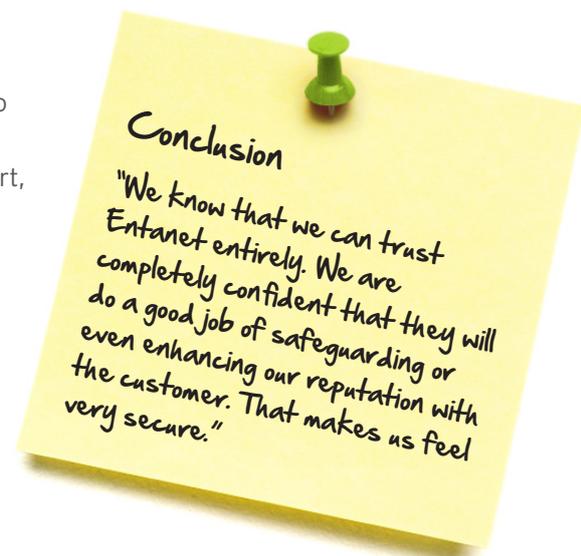
Swift was looking for a reliable and flexible wholesale provider of broadband, leased lines and PWAN solutions to meet its customers' varied needs.

### The solution

Swift partnered with Entanet to deliver high quality broadband, leased lines and PWAN solutions including a 500 site PWAN for a leading high street retailer which included a 10Mbps leased line for the customer's head office and broadband lines for its branches to provide a highly efficient and cost effective communications network with scope for future growth.

### The benefits

- ▶ Swift's partnership with Entanet provided it with access to a wide portfolio of high quality and reliable connectivity services.
- ▶ As an Entanet partner Swift has access to knowledgeable technical support, useful partner portals and experienced service teams.
- ▶ Swift also has access to pre-sales support to help design, cost and implement complex solutions such as multi-site PWANs.





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# In-depth

## In safe hands

When Swift Managed Services Ltd needed to find a communications services supplier that it could depend upon to meet all the specific needs of its customers for broadband, leased lines and even private wide area networks, it chose to work with Entanet. The results have been very positive not only for Swift but also for its customers.

Swift has a straightforward approach. It works on the principle that you just want to get on with your business and not spend time worrying about your computer systems. The company places all the emphasis on what it is that you want to achieve and prides itself on really understanding the needs of its customers and tailoring every aspect of the solution to meet their requirements.

From its offices in West London, Swift offers a wide range of services, from installation of PC systems and Internet connectivity to complete development and management of multi-site, fully integrated converged networks. As a completely independent solutions provider not tied to any particular supplier, Swift can always provide unbiased advice and put forward systems that will truly meet the needs of a customer. As a result, Swift has successfully developed a large and diverse client base.

The strong partnership that Swift has developed with key suppliers is a vital part of its overall approach. These close relationships enable Swift to supplement its own skills with access to the latest information and support and in turn maintain the high standards it always delivers to its customers.

Internet connectivity and communications are an increasingly important part of Swift's value proposition and in this area in particular, having a reliable supplier partner is vital as so many organisations are now totally dependent on their ability to access the Internet, send and receive emails and communicate freely at any time and from any location.

## Flexible partnership

Swift first started working with Entanet in 2006. It wanted to find a reliable and flexible provider of Internet and communications services that it would be able to work with to tailor solutions to meet customer needs. Entanet seemed to be ready, willing and more than able to provide such a service and, since that time, has proven its credentials time and time again.

Omar Shafiq, Director of Swift, says: "We've worked with Entanet for a number of years on a number of key projects. They've always been consistent, flexible and have a diligent approach to their work. They've always sought to provide us with the strongest solution for the business without losing sight of the cost

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*Omar Shafiq, Director,  
Swift Managed Services Ltd*



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constraints. We're very pleased with friendly and knowledgeable staff and the service Entanet has provided to us; and this, coupled with their efficient and professional approach, has ensured our needs are met in an ever changing business world."

The two companies have developed a very good working relationship and one that suits them both well. Initially, Entanet simply provided Swift with broadband connectivity for its customers, but it has since also provided leased line and private wide area network (PWAN) solutions. Throughout this time, Entanet has always provided the same dependable products and high levels of service and support, says Omar. "Our partnership has grown naturally over the years and this is due to the strong relationship and the quality of product and service offered.

### Close ties

As the partnership has evolved, so have the close ties between the two companies. By working with Entanet, Swift's team has been able to supplement its already substantial technical capability with the expertise that Entanet has in the broadband and Ethernet communications market. Furthermore this transfer of knowledge has enabled it to provide an even higher standard of service to its customers.

But it is the knowledge that, by working with Entanet, Swift will always be able to meet the needs of the customer that Omar values most of all.

"The most beneficial aspect of the relationship for us and for our customers is Entanet's flexibility. They are always ready to help us meet the needs of the customer and find the right solution for them - and adapt the offering when necessary."

He has also been impressed by the continual investment that Entanet makes in nurturing its partner relationships and developing additional resources that make it easier and more cost-effective to do business with the company. He points to the online partner portal as a good example: "It's very useful and also very clear, simple and easy to use. It saves us time and generally makes it much easier to get things done and manage our own and our customers' expectations."

### Rapid response

Omar has also been impressed at the way Entanet responds if there is a problem with a broadband, leased line or other connection.

"If something goes wrong, or we or a customer has a query, Entanet's response is always fast, efficient and comprehensive - even in situations when, as will often be the case, it's not their fault in any way."

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Knowing that they can rely on Entanet to always provide quick and detailed answers and to resolve problems without delay is really important for Swift. It means that they can always be confident with customers and reassure them that an issue will be dealt with quickly. With Internet connectivity and communications becoming ever-more vital to the daily operations of all customers, this aspect of Entanet's service, alongside the consistency of service and very high levels of availability it provides, can't be underestimated.

Being able to rely on Entanet completely has also helped Swift win new business, Omar notes. When one of Swift's customers, a leading high street retailer of cards, wanted to update its connectivity solutions for example, Swift was able to work with Entanet to define and implement a 500-site PWAN for the company. This involved upgrading connectivity in the main head office to a 10Mbps leased line and providing ADSL broadband connections to branch offices throughout the UK.

The Entanet PWAN solution enabled Swift to link all of the customer's sites together, providing voice and data connectivity in a highly efficient and cost-effective way, and leaving plenty of scope for further expansion and growth.

"It was a cost-effective solution that met all our client's requirements, from performance to reliability and simplicity, with the ability to increase with growth. It was, in a word, ideal."

### Satisfied customers

Throughout this project and others, Omar notes, Swift was able to rely on Entanet to work in close partnership and provide all the support that was required, sometimes at a moment's notice. "We have a very high level of technical knowledge and while we don't require too much support from Entanet, they are always ready and willing to help in any matter that may arise. We will always get fast response times from Entanet and that's important as it helps us to keep the customer satisfied."

As Omar points out, in situations such as this the reputation of your business is highly dependent on how well your supplier responds. When Swift is working with Entanet, it knows that its reputation is in safe hands. "We know that we can trust Entanet entirely. We are completely confident that they will do a good job of safeguarding or even enhancing our reputation with the customer. That makes us feel very secure."

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