

Case Study

Client Company Synopsis

Thomson Intermedia PLC was founded in 1997, to provide the first ever creative monitoring system that links directly with expenditure.

Their media monitoring systems are now the most comprehensive and technologically advanced in the world, covering press, television, radio, cinema, direct mail, door drops, outdoor and Internet – creative and expenditure – across all business sectors.

Project Brief

Thomson Intermedia needed a robust and resilient solution capable of achieving at least 10 Mb/s. Due to time constraints a quick turnaround time was critical which ruled out our fibre leased line solutions.

Fluidata's Role

Fluidata recommended and eventually deployed PureFluid Burst which is the aggregation of SDSL and BURST technologies. Once installed, the service exceeded initial bandwidth requirements whilst ensuring reliability and high performance.

Thomson Intermedia could not tolerate any downtime and the built in resiliency offered by PureFluid BURST was a determining factor in purchasing the solution. The fact that the solution was provided simultaneously over two separate networks meant that should either suffer a complete outage the overall Internet service was guaranteed.

In the end the solution was deployed within two weeks from confirming the order, beating the one month deadline Thomson had set. The solution was installed by a Fluidata engineer ensuring that the individual lines were working correctly before deploying the PureFluid server.

Client Feedback

"We were very frustrated with our current suppliers who could not provide us with fast speeds or a quick turnaround. I looked at a few suppliers of bonded DSL products but Fluidata were the only ones to come back with a simple and precise proposal that came within budget as well as within our time scales.

Installation went without a hitch and since then the service has been problem free fulfilling all our requirements."

You can visit Thomson Intermedia's website at: www.thomson-intermedia.com

Further details on Fluidata's products and services can found online at www.fluidata.co.uk or by calling one of our Account Managers on 0845 868 7848.