

Case Study

Client Company Synopsis

Lemon Studios is more than just office space. It is a community populated by a variety of digital professionals – web producers, illustrators, animators, PR consultants and advertisers. It is an entirely new kind of working environment.

Lemon Studios offers space for around 25 organisations and a numbers of freelancers from new media to E-commerce backgrounds. They look to cluster together companies and individuals that share professional interests and therefore nurture a sustainable business community.

Ultimately their aim is to create an innovative and inspiring environment where businesses can grow.

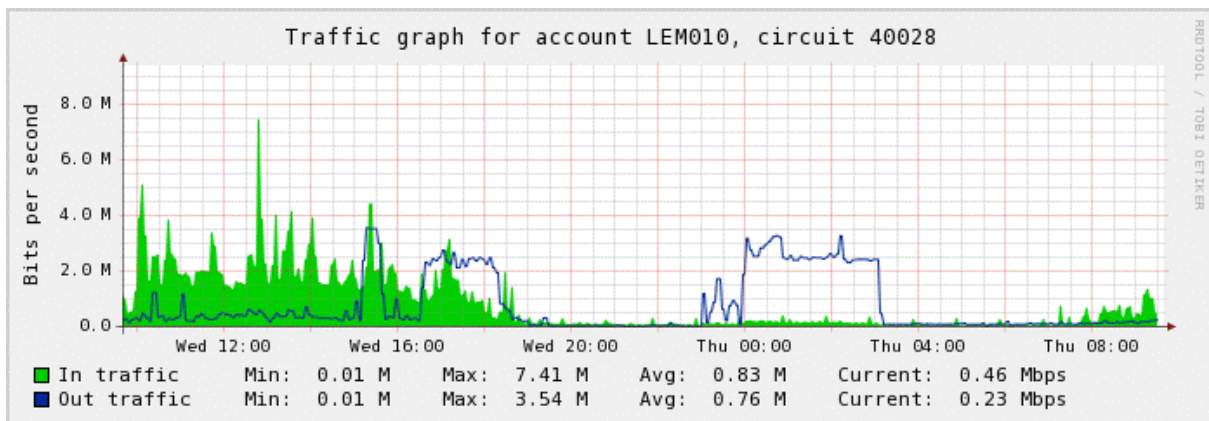
Project Brief

Lemon Studios needed Fluidata to provide them with a cost-effective and high performance solution to the level that their Internet savvy customers required. The connection would have to support a broad range of internet services, such as email, uploading to offsite backups, web-development environments, VPNs and general office connectivity.

Fluidata’s Role

Fluidata initially provided an SDSL Leased Line service with managed Cisco router. After a year Lemon’s growth as a business had increased their bandwidth requirements and they upgraded to the unique PureFluid BURST solution. This is made from 2 connections, SDSL and BURST, which are aggregated together to deliver a fast and resilient service.

Lemon’s PureFluid BURST service achieves 18Mb/s download and 4Mb/s upload. Their service is supported by a fully managed Cisco PIX firewall and VPN concentrator ensuring that Lemon’s customers receive absolutely the best service for far less than an equivalent leased line would cost.



Sample graphing for Lemon’s PureFluid BURST over 5-minute averages

Also, because the service is delivered using both SDSL and BURST simultaneously, it benefits from the resilience of two separate carrier networks. This eliminates many possible single points of failure such as the DSLAM, BT cabling or backhaul from the exchange.

Client Feedback

"I am very happy with the service, it has been faultless since we have had PureFluid and the bonded service has enabled us to offer resilient and reliable Internet connectivity to our customers that is affordable for our business.

We started with Fluidata a few years ago with SDSL and while it was very competitive compared to a leased line it didn't offer the kind of speeds or scalability that the PureFluid platform delivers.

Fluidata manage the service and proactively call us if one of the underlying lines suffers a fault and provide useful statistics to help locate local issues. But because PureFluid BURST is delivered over multiple networks my users have never been inconvenienced. I am not sure there any other business solutions out there in the ISP market that offer this kind of solution with the personable service."

You can view Lemon Studios website on: <http://www.lemonstudioslondon.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.