G3 COMMS CASE STUDY

Fast, automated access to profitable, SLA-assured connectivity for a leading SI and its reseller channel business
About G3 Comms

G3 is a leading systems integrator and provider of network and unified communications solutions. Based in the UK, G3 serves enterprise customers with global requirements. It also has an indirect business, Genius Networks, providing bespoke global connectivity services exclusively via approved reseller partners.

The Challenge

G3 routinely helps enterprise customers as they relocate and expand business premises by providing the requisite connectivity services exactly where and when they are needed. These services increasingly take the form of EFM (Ethernet First Mile, over copper) or Ethernet circuits using fibre leased lines, rather than DSL-based broadband. This is so that customers can receive the high speed and capacity required by their application traffic with defined Quality of Service (QoS) under an SLA.

However, the minimum lead times for such services are typically at least 50-60 days, and these can be lengthened considerably with the added, frequent complication of wayleave agreements to complete necessary fibre digs and other civils works.

1) Answered urgent need for SLA-assured Ethernet services and prevented fibre wayleave delays

2) Boosted the efficiency/performance of reseller partner business via automated service portal to deliver OTT revenues faster

3) Provided truly diverse primary/backup connectivity for added customer resilience
“There are always a lot of ifs, buts and maybes around ordering fibre leased lines, which makes it very hard to manage customer expectations,” said James Jeffs, Director at G3 Comms. “Even when you order a service in plenty of time, it will take a month before an operator like BT will even conduct the initial site survey, the result of which might show the service can’t be delivered and puts you back to square one. Customers have their own timescales for moving, and these delays make hitting them a nightmare.”

These issues are often compounded for Genius Networks partners who each look to Genius/G3 to provide maximum certainty over service availability and contracts so that they can reassure their own customers and keep them onside.

The Approach

G3 Comms started using Luminet’s Fibre-Air service to deliver Ethernet-like connectivity with managed QoS/SLA to customers who required the fastest turnarounds.

“We felt Fibre-Air stood out because of its lead times and resilience,” added Jeffs. “Because Luminet’s engineers, not BT’s, would come and do the survey within a couple of days of placing the order, we were assured that the whole process would takes less than two weeks to get a customer installed. We saw that the physical infrastructure was not much bigger than a sheet of A4 paper, and so non-obtrusive that there wouldn’t be any of the wayleave issues you get with fibre.”

Fibre-Air is based on a standard SLA of 99.95% and leverages fixed wireless technology to deliver 10Mbps to 1Gbps symmetrical clear channel services. It can be used for dedicated internet access or for multi-site networking (virtual or physical) and can be delivered as MPLS, VPLS or QinQ.

To support Genius Networks partners, as well as G3’s direct sales team, Luminet proposed to integrate its secure, automated service portal with the G3/Genius online portal via APIs, to support 24/7 ordering and extend the visibility of service updates and other key data.
“Fibre-Air stood out because of its lead times and resilience. Not only that but the Luminet portal is such a slicker and easier way of managing our billing and ordering. These automated, self-service capabilities make a huge difference for our partners too.”

– James Jeffs, Director, G3 Comms
The Results

G3 has found that service installs with Fibre-Air are as quick, if not quicker, than advertised – typically 10 working days or less, accordingly to Jeffs. “Not only that but the Luminet portal is such a slicker and easier way of managing our billing and ordering with an operator than sending emails back and forth or constantly checking up with account managers on the phone. We especially like the way you can put site addresses in and instantly see whether they are on-net or off-net, and that details like maintenance windows and standard contracts are all up-to-date and stored in one logical place. Raising and tracking tickets is also very straightforward on the portal, and we get granular visibility of traffic usage right down to application type, which customers really value and helps inform strategic capacity planning. These automated, self-service capabilities make a huge difference for our Genius partners too, and eliminate the need for us to intervene to communicate missing information such as site survey results. With Fibre-Air available via the Luminet portal, both G3 and our Genius partners get fast access to more value-added OTT revenues.”

Since using Fibre-Air to satisfy quick installation requirements in preference to fibre, G3 have found that it is also ideal for offering a truly diverse connectivity service for added resilience. “Even though it’s the best way to get onsite quickly, we don’t look at Fibre-Air as a temporary fix but as an essential primary or backup connection,” he said. “It works very well and is price competitive with the fibre-based alternatives over 12, 24 and 36 month terms.”

Summary of benefits

- Answered urgent need for SLA-assured Ethernet services and prevented fibre wayleave delays
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About Luminet

Luminet is the intelligent managed services provider, offering businesses Connectivity, Computing and Intelligent services and solutions. Luminet has a peer-to-peer relationship with its customers and has the UK’s leading NPS customer satisfaction score of 42 in telecoms and technology. Combining a true customer-centric organisation with strong values, culture and capability together with technical excellence and best-value makes Luminet a partner of choice for business, supported by industry-leading SLAs, and ISO 9001 and ISO 27001 certifications.