

Connectivity



Client Profile

The Hawk Creative Business Park is located in Easingwold, North Yorkshire and has 30 offices that range in size from 250 sq ft to 12,600 sq ft. The Business Park offers energy efficient, sustainable offices to a diverse range of clients, from clothing and telecoms companies to illustrators and insurance brokers. The Hawk Creative pride themselves on providing eco-friendly offices which are designed to cut-back on running costs, reduce carbon footprints and promote their clients own green credentials.

Challenge

The Hawk Creative Business Park's main objective was to cater for and fulfil the technological requirements of its varied tenants, and potential prospects. Therefore, robust connectivity was critical to the project's success.

Installing fibre connectivity into a business park can be a costly and complicated. Ongoing management in a multi-tenant environment requires strong technical knowledge. The Hawk needed a supplier that would provide them with the ideal connectivity solution, as well as the expertise and on-going support required.

Solution

Following a consultation with The Hawk, the decision was taken to install fibre into the business park. This fibre is leased to The Hawk, who then sell cost-effective connectivity solutions to their clients, adding another stream of revenue to the business park.

Tenants can now enjoy robust connectivity solutions including leased lines, simulated ADSL and superfast uncontended connections reaching speeds of up to 100mbps, with symmetrical upload and download times. This in turn allows them to make the most of new technologies such as IP telephony. The Business Park has a huge competitive advantage and peace of mind, benefiting from razorblue's 4-hour SLA fix time and around-the-clock proactive monitoring of all infrastructure.

"We jumped ahead of our competitors and invested in fibre optic connectivity, offering speeds of up to 100MB. This connectivity, together with the excellent support that we have received throughout from razorblue, has been a critical part of the unique offering that complements the high quality of everything else that makes up The Hawk."