



Voice



IT



Data



Mobile

## Case Study



# ANSON

### Company

Anson Group UK

### Industry

Finance

### Headquarters

Fareham

### Founded

2001

### Key Services

- Radio network
- Cloud infrastructure
- Business continuity

## Silver Lining support Anson Group

Silver Lining is proud to support Anson Group by providing a wireless radio solution.

Anson Group has for the past fifteen years specialised in providing a wide range of support services to companies and funds. Anson Fund Managers Limited set the standard for the delivery of Company Secretarial and fund administration, accounting, valuation and compliance services.

### The Challenge

The cost to install fibre was prohibitively expensive. They also wanted infrastructure that was scalable quickly therefore opted for a Cloud solution. We also provide an underground 2Mb leased line for resilient failover in the event of a disaster. Anson needed to be resilient because their entire infrastructure is located in our data centre and they require always-on access to it via the Cloud.

Anson ordered a fibre line from a carrier that let them down after 3 months of waiting. Their office move was imminent and they were without connectivity putting them in an extremely serious situation. Not only that but the fibre connection was £2,500 installation and a further £6,000 a year. The EtherReach radio network was an ideal solution as it was £4,300 cheaper than the fibre connection, installed in as little as 5 days and it is extremely reliable.

*"Our radio network allows us to receive reliable, high speed connectivity at a competitive price. The service was delivered against tight timelines with no hidden charges. Silver Lining's professional, dedicated team worked with us, leaving us the perfect solution for our business."*

**Darren Dunsire, Anson Group**

## Cost Savings

Anson Group's EtherReach connection costs them just £350 a month and setup was free, compared to a total £8,500 first-year cost for a fibre line, including installation. This saved them around £4,300 in the first year alone, and will continue to offer savings versus fibre.

Anson's backup 2Mb line costs them only £16 a month.

## Benefits

### Business continuity

With IT infrastructure hosted within Silver Lining's data centre and a 2Mb backup line, Anson are well positioned in the event of a disaster.

### Powerful connectivity

Anson's EtherReach connection offers them dedicated high-speed bandwidth, allowing them to host both telephony and cloud IT without issue.

### Zero downtime

Thanks to the reliability of the EtherReach network, Anson have never had to fall back on their 2Mb backup line.

## The Solution

EtherReach is a wireless radio solution that delivers internet connectivity, with all the speed and reliability of fibre optic connections, at lower cost and installed in as little as five days.

EtherReach is available in areas where traditional connectivity is unavailable or prohibitively expensive. EtherReach does not suffer from cable breaks and other faults associated with "last mile".

Unlike shared services where bandwidth varies, especially at peak times, a radio network is a dedicated service that guarantees bandwidth availability at all times. This makes a radio network ideal for a reliable backup solution to ensure business continuity.

Since launching the Radio Network Silver Lining now have points of presence (POPs) in London and Brussels.

Our SLAs are also backed by a team of dedicated experts as well as advanced proactive network monitoring which ensures that should anything go wrong our team are available 24/7.

Silver Lining provide Anson Group with a 20Mb connection via EtherReach. Anson use this radio connection for their cloud infrastructure and hosted telephony. Anson's IT infrastructure sits in Silver Lining's data centre, accessible via the Cloud. The radio connection is vital for day to day running of the business as without the solution Anson are unable to access their hosted applications.

Silver Lining also provided an underground 2Mb leased line for resilience should the worst happen. Anson needed to be resilient because their entire infrastructure was in the Silver Lining data centre. However, in the last two years Anson have still never had to use their backup line due to the reliability of the radio network.

*When working with our customers it is essential for us to understand their business objectives for the next 5 years. Doing this allows us to work in partnership with our customers to deliver effective IT and data solutions now and for the future. Our customers receive a dedicated account management team through the process, ensuring a seamless integration combined with a professional service"*

**Allan Packer - Managing Director, Silver Lining**

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