

Case Study

THE AARON PARTNERSHIP



An organisation of Independent Financial Advisers, The Aaron Partnership are authorised to deal with many forms of financial services and specialise in giving advice to clients on a wide range of subjects to assist with personal financial planning. The company was started in 2003 and has been in various different office locations around Salisbury City Centre prior to settling at Griffin House next to The City Hall. The Advisers focus on providing personal clients with an individual service tailored to their needs, from First Time Buyers to Estate Preservation Planning and more.

The Challenge

The Aaron Partnership's office in Salisbury was previously on a copper ADSL2+ connection. The speeds were extremely slow at around 10Mb/s



download and 1Mb/s upload, thus having a significant impact on their business and how they could communicate and work efficiently. The Aaron Partnership were also using their SIP trunks via the ADSL's slow connection, which was affecting their call quality and sometimes the line would cut off completely. Without the right connection speeds, call quality, data traffic and business productivity all suffers.

Giganet's Solution

The Aaron Partnership

is based in Salisbury town centre. Having recently made a significant investment in the Salisbury exchange, we upgraded them directly to a Fibre to the Premise (FTTP) connection through our own Giganet



equipment in the exchange. This means we have full control as the traffic is being passed through our own network. The fibre speeds they now receive are 160Mb/s down and 30Mb/s up, which is significantly higher than the ADSL2+ speeds they were previously receiving. They are now on our Giganet UltraBEAM 150 Business Package which is just £99.00 per month.

The Result

The FTTP connection certainly has made a dramatic improvement on the quality of calls made via the SIP trunks, plus there is more bandwidth for the team to work via various cloud-based solutions and for data transfer. In all, the faster fibre connection has made a major impact on improving the day to day running of the business. All FTTP traffic on this connection will be routed via our Giganet network via our unbundled Salisbury exchange, meaning more control, increased

resiliency on the network, higher SLAs (6 hours) and full Giganet UK account management from our award-winning, friendly team. We have also unbundled the Winchester and Basingstoke exchanges, with more planned for the future. Unlike almost all other local providers, our equipment is in the local exchange, which provides us a genuine competitive advantage in delivering next generation Gigabit services to local businesses.

Their Testimonial

David Ryan, Managing Partner of The Aaron Partnership says, "The fibre is a significant improvement! We have not had the problems we had been experiencing, with lines dropping out and crackles on the line which caused a tremendous amount of downtime and lack of productivity. The ADSL connection we had before really affected the day to day running of the business, however now with the

ultrafast speeds from Giganet's fibre, it has not only significantly improved the reliability of our connection and allowed us to work more efficiently, but it has been a great way to future-proof our business."

