

Case Study



Square One
.Network



Cloud Ursa

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The Client

Cloud Ursa are an IT consultancy, based in Cambridgeshire, with a focus on Salesforce. They are registered partners of Salesforce.com, and currently work with a range of customers across Europe.

They work with a wide variety of customers on Salesforce administration and configuration, application development, as well as end-user training. **Cloud Ursa** have also worked with a large number of organisations globally to deploy computer telephone integration (CTI), call handling and case support.

The Challenges

Cloud Ursa are a small-but-ambitious business, with a strong drive towards future growth. However, their ADSL connection was not performing at the level required to support their efforts, with download speeds of only around 1mbps. Because their operation is located on a farm in a remote part of Cambridgeshire, BT won't be installing high-speed fibre in the area in the immediate future. Another option would have been a dedicated leased line but, being a small company, they simply couldn't justify such expense at this stage.

As an IT consultancy, **Cloud Ursa** need consistent connection speeds to be able to efficiently respond to customer requirements. For this reason, low speeds were having a detrimental effect on the everyday running of the business. Download times were long, email attachments were slow to send, and they often struggled to upload larger files.

The Solution

Having worked with several businesses requiring remote broadband solutions, Square One know how restrictive remote locations can be in terms of connectivity. After a situational analysis, it became clear that a 4G data solution was the way forward.

Square One sent a **Billion 4700ZUL** 4G Industrial Long-range Router out to the customer. The user installed the router himself, fitting it to a mast on the farm. He then used the directional antenna to optimise the signal by pointing it towards the nearest mobile mast.



Location of Cloud Ursa's office in rural Cambridgeshire

The Results

The solution was an immediate success; with the Billion 4700ZUL router, their download speeds went up from 1mbps to 12-18mbps. After the one-month trial period, **Cloud Ursa** were happy to continue using the router going forward.

While BT have no immediate plans to install high-speed broadband in this area, the router is still a stop-gap solution until better fixed-line options become available. With this in mind, Square One offered **Cloud Ursa** a 12-month hardware lease and data contract, with the option to renew as required.

In summary, **Cloud Ursa** received the connection speeds required to keep their business running smoothly. There was no long, complicated installation process and, because of Square One's flexible data and leasing plans, they were not locked into a long contract.

Questions?

Please don't hesitate to contact us on +44 (0)1173 700 200 or email sales@squareone.network