



About Blue Logic

Blue Logic is one of the leading IT Support and Network Solutions companies within Yorkshire, they have over 400 customers and 48 highly trained employees. They aim to provide the very best in customer service and support, and through strong partnerships and a wealth of knowledge they can offer fully integrated solutions.

Project Overview

Business Requirement

- Fast, secure, reliable network infrastructure to connect nine remote sites and one head office in the UK

Solutions

- IP VPN
- ADSL and Fibre Optic Broadband
- Leased Line, Ethernet
- Firewalls

Business Value

- Minimised downtime
- Improved customer experience
- Orders are faster and more reliable
- Improved turnaround times
- Superior Broadband that is fast and reliable
- More productive employees
- Streamlined processes

Ongoing support from Blue Logic and Zen, will allow Country Baskets to continue to build their business without worrying about connectivity issues.

Chris Ambler, Director
Blue Logic

Consolidating Connectivity with one great provider

The Challenge

With nine remote sites and multiple ADSL vendors, Country Baskets was struggling with a range of connectivity issues that were affecting its core business.

Working together, Blue Logic and Zen helped Country Baskets resolve all of their connectivity issues.

Country Baskets is the UK's largest wholesaler of floral suppliers, silk flowers, pottery, glassware, and of course, baskets. With ten sites in total, 20,000 products, 250 employees and a turnover of over £20 million, it's a complex operation where connectivity is vital, yet with the majority of the sites using different Broadband providers, ensuring a rock-solid connection was proving difficult.

The business relies on IP VPN links between branch stores and head office, powered by Sonicwalls, and two websites that process the company's transactions. Unfortunately, unreliable connections often meant sites were unable to process transactions, resulting in lost business. With multiple vendors involved, there was no streamlined process to deal with issues or any central point of contact, and any issues took longer than they should to fix. These issues culminated in extended periods of downtime, which affected Country Baskets productivity and spoiled the customer experience.



The Solution

Country Baskets approached its new IT partner, Blue Logic and they immediately identified that multiple connectivity suppliers as a major issue, and recommended Country Baskets consider Zen as their sole provider. "We have partnered with Zen for many years, and have found their service offering, support and reliability to be the best in the business," says Chris Ambler, Director, Blue Logic. "We didn't hesitate in recommending them."

Working with Blue Logic, Zen introduced new ADSL Broadband products to all nine remote sites, and a Fibre Optic Broadband line at head office for web overflow and IP VPN failover, securing each with upgraded Firewalls. It then installed a new 10Mbps Leased Line at head office. Not only could all the remote sites now rely on Zen's award-winning Business Broadband, but the Leased Line ensured high-speed connectivity to Country Baskets' most important systems. And with just one provider, Country Baskets has one point of contact in the rare event that an issue should arise.

"Blue Logic has a long running relationship with Zen and work very closely with them to roll out Zen's range of award-winning Connectivity services, across all customer sites."

Chris Ambler, Director
Blue Logic

The Benefits

The introduction of the new ADSL lines and the Leased Line meant dramatic improvements for Country Baskets. With downtime being a thing of the past, the company's customers receive a better experience. Orders come through faster and more reliably, and turnaround has also improved. Meanwhile, the superior reliability and speeds of the Zen connections are helping Country Baskets' employees be more productive too.

These aren't the only benefits. The Leased Line at head office has enabled the company to embrace remote desktop technology, to allow them to monitor and manage IT assets at remote sites. Meanwhile, streamlined processes mean that, should Country Baskets make new acquisitions in the future, provisioning and configuring Internet services from Zen will be quicker and easier.

Country Baskets has made a number of significant changes, but the company credits Zen and Blue Logic for helping it achieve a dramatic increase in profits. Better Broadband doesn't just mean improved Connectivity – it also helps the bottom line.

To find out more about Blue Logic Computers visit:
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Zen Internet

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Zen Internet

Zen Internet, an independent Internet Service Provider (ISP), has been delivering services to business and residential users in the UK since 1995.

Led by founder and Managing Director Richard Tang, Zen's mission is to provide the best ISP service in the UK and is committed to investing in the latest technologies and providing high levels of service, support and reliability.

Product Portfolio

Our portfolio provides organisations with the ability to communicate, operate and transact with confidence.

We provide the application delivery infrastructure required to compete in today's highly connected world with a range of service options that scale from micro businesses through to enterprise and multi-site operations.

In addition to Business Broadband, Fibre Optic Broadband, Business Talk, IP VPN, Leased Lines and Ethernet, our portfolio also includes:

- Managed Firewalls
- Domain Names
- Web Hosting
- Dedicated Servers
- Colocation
- Data Backup
- Managed Cloud Hosting
- Voice

