



Business Psychology Consultants get connected with Zen Ethernet solution

About Riverbank IT Management

Riverbank IT Management is an IT support company with offices in Oxford and London. We help our clients get real competitive advantage from better IT systems.

- Over 100 companies depend on Riverbank as their outsourced IT department. They include a broad range of professional organisations from fields such as bioscience, legal, finance and consultancy.
- They benefit from fixed IT costs, a help desk, and management of their vital IT infrastructure – in their office, when working remotely, or by doing it in the cloud.
- Riverbank is a Microsoft Silver Partner with a Small Business Specialist qualification, and an accredited Investor in People.

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As one client commented about Riverbank, "You're on our side".

That's Zen thinking

The Challenge

Formed in 1997, Riverbank IT Management, a Zen partner, provides outsourced IT management services to customers across the Thames Valley and London, with consultants providing fixed-cost IT support, managed network support and advice on cloud computing.

One of Riverbank's clients is a leading Oxford-based consultancy offering business psychology services to HR professionals and companies in the UK and Europe. In the field of business psychology, face to face time with prospective customers and clients is essential. However, this comes at a cost in terms of travel expenses and wasted employee travel time. Riverbank's client was keen to cut back on both, and saw video conferencing as an effective means of replacing inessential travel. However, its existing Internet connectivity services were based on ADSL technologies, which could offer neither the reliable speeds nor the robust connectivity required. They turned to Riverbank, and asked if they could come up with a cost-effective but capable replacement.



The Solution

Riverbank shortlisted two new Internet service providers, and in conjunction with their client, opted to work with Zen Internet. Riverbank not only had an existing partnership with Zen, but saw that Zen had a competitively priced solution based on Ethernet in the First Mile (EFM). Like a conventional Leased Line service, EFM provides a fast and reliable Ethernet based connection between business premises and the exchange, but uses existing copper cabling rather than fibre.

Using two to four bonded copper pairs, EFM can deliver symmetrical upstream and downstream speeds of up to 35Mbps at a fraction of the cost of conventional Ethernet Leased Line services, and with shorter lead times to boot. EFM is also highly resilient. EFM has by default an inherent level of resilience due to the fact that multiple copper pairs are used, in the event that one of the copper pairs should fail there is a graceful degradation of service, rather than a total loss of service.

“Zen is unfailingly helpful and reliable as a supplier and we value the partnership.”

Marc Juffkins, Operations Director
Riverbank

The Benefits

With the EFM service in place, the business psychology consultants can now use video conferencing to meet with clients. There have already been huge savings in travel costs, and it's a more effective use of employee time: a one hour meeting takes one hour without the travel time at either end. EFM has provided the key to making video conferencing work, while ensuring a high-quality, reliable connection. “We simply couldn't offer an effective video-conferencing facility without it,” says Riverbank's Operations Director, Marc Juffkins.

There are additional benefits too. With EFM, the consultants now spend less time waiting for web pages to load or log-ins to complete, enabling them to work more efficiently in a connected world.

EFM provides organisations with true business grade connectivity for demanding applications in a cost-effective package. Riverbank is confident in its solution and in its ISP partner. “We are always confident that Zen will provide great solutions and services to meet the needs of the end user,” says riverbank's Marc Juffkins.

To find out more about Zen's EFM and Leased Line services, and see how they could work for you, please visit: www.zen.co.uk/leasedlines

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

Whether you want a fast, reliable Internet connection, want to build an online presence, or need to a server to provide hosted applications, we can help. Our portfolio includes:

Connectivity

- Broadband
- Voice
- Leased Lines & Ethernet
- IP VPN
- Managed Firewalls

Hosting

- Domain Names
- Web Hosting
- Managed Hosting
- Dedicated Servers
- Colocation

Data Backup

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