



Goldsmith Williams gets on the case with new Ethernet Solution

Project Overview

Business Requirement

- A flexible, high bandwidth, dedicated Internet connection to allow more services to operate through their website and increase reliability

Solution

- A 20Mbps Ethernet Connection with the flexibility and capacity to upgrade on demand to suit growing business requirements

Business Value

- Improvements in speed and reliability led to higher service levels and increased usage of web services

Industry Focus

- A leading law firm specialising in conveyancing, remortgages, road traffic accidents and wills

About Goldsmith Williams

Goldsmith Williams Solicitors is one of the UK's leading law firms, specialising in conveyancing, remortgages, road traffic accidents and wills. Founded in 1984, the firm is based in the heart of Liverpool and employs over 240 staff.

Goldsmith Williams is on the panel of every leading building society, bank and centralised lender, and acts for a wide network of mortgage advisers and accident claim companies.

The Challenge

Goldsmith Williams had an existing twinned 2Mbps leased line giving them 4Mbps in total with failover built in.

At first, this solution was adequate for them but as their online side of the business began to grow, the speed was not sufficient to service their external website/portals. It became apparent very quickly that increased bandwidth was needed to support this requirement. Goldsmith Williams also experienced a couple of failures with the service and the resilience which was supposed to be built in didn't work.

The installation process was seamless and the Engineers arrived when scheduled. We were kept informed and everything went according to plan.

James Barron, Head of ICT,
Goldsmith Williams

That's Zen thinking



The Solution

Zen proposed a solution designed to meet Goldsmith Williams' requirements both now and in the future. The solution was to install a 20Mbps Ethernet connection to allow for greater flexibility and scalable growth which did not suffer from congestion. This solution was more reliable as it uses fibre optic cabling as opposed to copper which is more susceptible to environmental conditions.

The Implementation

There was no impact on the daily operations. Zen were able to deploy the solution using a parallel implementation method. The new service was installed to work alongside the old solution, tested to ensure it was fully functional before the termination of the old solution. Zen used their flexible approach with customers and scheduled the work around Goldsmith Williams by performing the installation over the weekend.

“Zen have been committed to providing us with an excellent service. I have no issues with the service or customer focus which Zen provides. They have done exactly what they said.”

James Barron, Head of ICT, Goldsmith Williams

The Benefits

The solution has now allowed Goldsmith Williams to increase performance and allow more facilities and services to operate through their website/portals without worrying about bandwidth problems.

The improved services have allowed them to maintain high service levels, and keep their customers happy. Had they not upgraded, it was likely that their customers would have become frustrated with bandwidth problems and reduction in service levels.

Goldsmith Williams have now increased the use of web services between customers, data interchange and added more features to their website including video, which might have been a problem on a slow connection.

Because they automate certain aspects of processes, this has now allowed things to happen more efficiently in the background without manual intervention or checking. Also they have seen an increase in staff productivity, as they can load websites quickly and download large files in seconds rather than minutes.

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.

What Zen Offer

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

Connectivity

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

Hosting

- Domain Names
- Web Hosting
- Managed Hosting
- Dedicated Servers
- Co-location

Data Backup



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