

CASE STUDY

Cloud Productions Auckland and Wellington

What they say

Cloud Productions is a music service provider with an 11-strong team which supplies music and music video to a variety of businesses including bars, cafes and fast food outlets.

This is entirely digital, played back on a computer-based system and delivered on line.

Cloud Productions also supplies and manages digital signage and advertising mediums for customers.

Technical Director Ross Shilling said: "We went to nzwireless two years ago because they were the only company that could give us what we wanted.

"We needed high speed inter-office connection at an affordable price. Our problems were lack of speed and lack of data throughput.

"We were with a large provider and were constantly blowing the cap and facing extra charges every month no matter how hard we tried not to. On top of that it was a slow dog.

"We also needed the ability to have our entire infrastructure in one office and to be able to access that from any office, as well as anywhere in the world.

"Our existing provider was useless and just kept coming up with absolutely ridiculous solutions which would not do the job.

"We knew what we wanted, a good service at the price we were already paying for an inefficient one. We talked to lots of other companies but they all wanted to put a cap on the amount of data throughput and were charging ridiculous amounts of money.

"Once we found nzwireless, we told them what we wanted and

asked if they could do it and they said 'yes,' gave us a quote and we agreed. It was as simple as that. They understood our needs exactly.

"They put in a four-meg symmetrical connection which provided the same high-speed transfer in both directions. With our previous provider we had been getting three to four Mbps download but only 128 to 255kbps up.

"They have enabled us to run virtual private networks, as well as a great deal on data and speed, they gave us unlimited international and local connection. We never blow a cap and we just pay one fixed price.

"Inevitably, as with any network, there is an occasional problem but nzwireless responds very fast. We have never been down for more than an hour or so.

"nzwireless is currently doing connections for our staff so they can work from home and we are also talking with them about putting some of our services at their location which means some of the data we are sending internationally will go even faster.

"One of the great advantages of nzwireless is their ability to be flexible and innovative. When you try to talk to a major company you inevitably get someone on the end of the line with a menu and if what you want is not on the menu then you can't have it. That's the difference between dealing with a technology-driven company and a larger operation."

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**Ross Shilling,
Technical Director Cloud
Productions.**



Contact nzwireless at 0800 699473, email better@nzwireless.co.nz or visit www.nzwireless.co.nz