



# ADSL Broadband Case study

## Node4 & News Slave

*“The ability to pick up the phone and speak directly with our account manager and the technical staff at Node4 made this process ten times easier than dealing with larger providers.”*



Kim Laws  
News Slave Computers

### Background

News Slave Computers are a leading supplier of News Management Software and EPOS Systems to the Newsagent and Convenience store trades. News Slave provides top class support to all of their customers, the majority of which are independent retailers.

### The Challenge

For many years News Slave had been struggling to give high quality support to their customers using dial-up modem connections.

They currently deal with around 60 support calls per month that require access to the user's computer and using a dial-up connection meant that it often took two or three times as long to solve a problem than it should.

The connection was often interrupted when the retailer needed to make a phone call or a credit card transaction, and so it was crucial to both News Slave and their customers than a solution was found to allow the smooth running of the business whilst any problems are being dealt with.

Kim Laws at News Slave explains: *“We decided that the only way to communicate successfully and reliably was through our own broadband network. So we set about looking for someone who could provide this for us.”*

### The Solution

With the help of Node4's ADSL Broadband service, News Slave set up a new package, Response Net to accompany their popular EPOS system, Response.

Node4 now provide News Slave with an ADSL Broadband connection for each new customer of Response Net. This allows their customers to access the internet and emails; but more importantly, the News Slave helpdesk can get direct access to the customer's system so any problems can be solved quicker than on the old connection.

*“Having decided we wanted a ‘young, energetic’ company with a local presence and the infrastructure for growth, we selected Node4.”*



Kim Laws  
News Slave Computers



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## The Major Benefits for News Slave were:

**IP-BVN Network** - Data transfers between News Slave and their customers do not pass over the internet, making them totally secure; ideal for the transfer of confidential information, such as payment transactions.

**Broadband** - Whereas dial-up modems use the phone line for connecting to the internet, broadband allows for the simultaneous use of both phone line and internet connection. This allows News Slave to quickly access their customer's system, whilst keeping the line free for in or outbound calls and card transactions.

**Bandwidth Guarantee** - Node4 can guarantee that there will always be enough bandwidth available, so News Slave's services will never be slowed down by oversold bandwidth.

*“We are pleased with all the services Node4 have provided us with and the willingness of technical team to see a problem through to its conclusion.*

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Kim Laws  
News Slave Computers

## The Future

The partnership between Node4 and News Slave looks set to grow significantly in the future, with a broadband network being installed with every new system as a standard add-on.

News Slave hope that within two years they will have 100+ sites on the broadband network, which will have the potential saving in office time alone of around 4 working days.

## About Node4

Running its own state-of-the-art data centre and national MPLS Network, Node4 offers a unique Quality of Service enabled broadband solution, IP-BVN. Un-contended QoS enabled IP-BVN guarantees the highest possible call quality when used for VoIP, backed up by an impressive SLA.

Founded in 2003, Node4 has developed a wide range of compelling IP telephony solutions aimed at the SME market and has secured many high profile contracts with well known organisations.

Node4 is privately owned and is committed to building on its initial success, continuing to develop innovative products for the Cisco channel.

**If you would like Node4 to help empower your business and present cost savings with improved customer relations then do not hesitate in contacting a consultant today on:**

**0845 123 2222**



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