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six cities and over 260 towns, many are discovering 4G for the first time.

“The next wave of handset upgrades – customers moving to the next generation iPhone for example – will bring a whole raft of new customers onto the 4G service,” said Jonathan Rutherford, head of enterprise marketing with Vodafone.

“Around 15 per cent of our corporate clients are using managed tablet services and it’s becoming really popular, particularly in the public sector.

“These clients are rolling out tablets to staff and are looking for us to take the management headache away. We do everything from staging these tablets, installing the right apps and making sure they have right security policy. We also manage end user queries and problems such as broken or cracked tablets,” he said.

At IP telephony services company Blueface, its business development manager Brian Martin sees much tighter integration between mobile and fixed networks happening in the future.

“We view the mobile as an extension of a phone system so users have one extension to dial, whether that’s your landline or mobile,” Martin said.

A HUNGER FOR BANDWIDTH

Multimedia services and cloud computing are driving an insatiable appetite for bandwidth among Irish businesses

Having just celebrated its tenth birthday, IP telephony services company, Blueface is continuing to ride the wave of adoption towards Voice over IP (VoIP) and hosted voice services with strong business growth reported.

According to Brian Martin, business development manager, organisations large and small are responding positively to its message of significant cost savings, which the company claims can be achieved when moving voice traffic to an IP platform.

“We genuinely save customers about 40 per cent per month when they move from a traditional setup and that’s



Brian Martin,
business development
manager, Blueface

based on real costs and not productivity savings,” he said.

But companies are not only leveraging their broadband to split out their voice traffic across IP networks, they’re also moving their physical telephony systems to the cloud.

“If you’re faced with a decision to go for a new phone sys-

tem, you’re looking at capital investment and having a piece of equipment in your premises or we give you one for free.

“The future of telephony is more integrated into your daily applications and your use of different services. We still see the phone being there for a while but we’re seeing cus-

tomers using phones on their PCs or some have gone mobile only,” said Martin.

Gavan Smyth, VP of business services with UPC has also seen strong take-up of its 250 Mbps product, launched earlier this year.

“When a customer moves from 100 Mbps with UPC to

250 Mbps we see a natural increase in appetite for usage, particularly around cloud.

“Businesses can see the opex model as a better fit rather than having to spend capex on servers, equipment and software. We’re seeing huge growth with companies of 250 plus employees who would typically have their own private clouds in data centres right down to small offices that would use services from the likes of Microsoft and Oracle.

“The price point for cloud services is so flexible that it even makes sense for a home office,” he said.

The move to cloud and the parallel upgrading of broadband connections to accommodate more IP traffic is also cited as a major shift by David Hughes, head of enterprise sales with Viatel.

“We’re seeing much more willingness by companies to take that leap to the cloud. They’re moving to services like Amazon Web Services and Microsoft Azure but they’re future-proofing decision making with high bandwidth demands, thanks to broadband pricing dropping dramatically in those areas where there’s strong competition,” he said.

Commercial Profile: Host Ireland Business Broadband

Resilient broadband: Not nice to have, need to have

It might be stating the obvious but reliable and resilient broadband connectivity is the lifeblood of business in today’s digital world that never sleeps.

Just ask wireless broadband provider, Host Ireland’s 2,500 business customers, who between them have clocked up a staggering increase of 42 per cent in internet usage since 2010. That represents a rise of 52 per cent in upload traffic and 35 per cent in download traffic. International traffic is also growing strongly up by 15 per cent in the last year alone.

In response to clamouring demand from its business customers for ‘always on’, resilient connectivity, Host Ireland Business Broadband has launched ‘Inbound IP Resilience’ – a ground-breaking, unified managed WAN service with

two high-performance internet connections of equal speed, delivered through a single IP address but with two routes out to the internet, for complete failover and redundancy.

The service, which has been 18 months in development by the company’s own R&D team, performs a seamless switchover, in the event of outage, from the main internet connection to the backup connection with nano-second packet routing and virtually zero packet loss.

And unlike competitive offerings which are often based on 3G/4G technologies or expensive high-bandwidth connections, ‘Inbound IP Resilience’ provides enterprise-grade connectivity, which keeps the business running at optimum performance levels without



Ben Kitchin, director,
Host Ireland Business Broadband

manual re-configuration or interruption and at a fraction of the cost of traditional backup links.

Commenting on the launch, Ben Kitchin, director with Host Ireland Business Broadband said:

“Every business owner reading this article should

ask themselves: ‘What happens if my broadband goes down for half an hour, an hour or half a day?’ Am I dependent on phones? Am I dependent on email? Am I dependent on live data being streamed from a server application that I have running in house?’” he said.

“Businesses now have a 24 x 7 x 365 dependence on connectivity. It’s comparable to power; they need connectivity that’s reliable and available around the clock. Downtime costs money and that’s a differentiating factor from five years ago. Broadband resilience is an insurance policy and the industry now wants assurance that their connectivity will be constant.”

Kitchin believes the broadband market is significantly over-priced. Host Ireland has made it its mission to provide high-performance, reliable and cost-effective broadband, coupled with responsive, local support to Dublin’s business community.

A 200 Mbps high-speed connection with full resiliency and failover costs €395 per month, a fraction

of what some providers are charging in the country’s capital, according to Kitchin.

“Our competitors are still 24 months away from having an equivalent inbound IP resilience product,” he said. “100 per cent uptime will be essential for businesses into the future, together with responsive, pro-active support. Host Ireland can offer both now.”

‘Inbound IP Resilience’ complements Host Ireland’s dark microwave product, which provides access to maximum available bandwidth of up to 350 Mbps on the company’s wireless mesh network.

For more information, contact Host Ireland Business Broadband.
www.hostireland.com
Tel: (01) 821 9350