



## Case Study

# BT Business Broadband Advanced

### Streaming Wizard Symmetric broadband enables alchemy on the internet

Being a company at the forefront of business and entertainment streaming, it is essential that Streaming Wizard – a developer of innovative internet video services – has the most advanced technology available. This enables it to continually develop and enlarge its product range to keep it ahead of the competition.

Streaming Wizard's clients require high quality, cost effective video delivered to their desktops, so the company must be able to distribute content at a steady rate of around 300Kbps (Kilobits per second). This was not possible with traditional ADSL (Asymmetrical Digital Subscribe Line) broadband services. Until recently the only real alternative was a dedicated leased line, but this would have meant Streaming Wizard would have had to rewrite its costs and business model.

In order to achieve a high quality, cost effective service, the Coventry-based company is using Business Broadband Advanced – the latest high-speed broadband technology for smaller businesses from BT.

The company's managing director, James Cunningham, chose the Business Broadband Advanced service from BT because it offers the same upload speed as download. This means it can deliver upstream speeds up to eight times faster than standard broadband.

“Our business model is based on delivering affordable, high quality video to customers. However, the quality is dependent on the bandwidth available to us. Put simply, the more bandwidth, the better the quality,” explains Cunningham. “Being able to push out video streams above rates available with traditional broadband means that we can now deliver full screen video to our customers. This puts us in a unique position.”

As a result of using Business Broadband Advanced, Streaming Wizard has recently completed a number of projects for Global Markets Training (GMT), a company that provides specialist courses for some of the most experienced traders and investors in the UK. By delivering the training courses over the web, GMT can offer its customers the choice of how they take part in the training.

“Working with Global Markets Training, we developed one hour courses that included PowerPoint slides and graphics, which we streamed to our distribution centre in Docklands from our offices in Coventry. From there the courses are distributed to the desks of traders around the city of London and beyond. We couldn’t have done that and guaranteed the quality if it weren’t for symmetric broadband,” explained Cunningham.

“Brokers and traders could sit and participate in the training course from their desks, rather than having to spend time away from the trading room. That’s the main benefit of our services to business clients – the fact that they can stream video live to people’s PCs.”

Streaming Wizard also provides a weekly video update to the 450 home workers of a major travel agent. This means that staff can be updated quickly about company and product developments, without the need for them to come to the office.

The company’s services are not limited to business services, however. Streaming Wizard also works with entertainment and management companies to make video previews and highlights of major events, including last year’s Glastonbury Festival, available over the internet.

The company itself is using the product to provide more personal customer service, and has started using video conferencing to communicate with its customers and partners.

“You can’t beat face-to-face contact, but that’s not always possible,” explains Cunningham. “Our Business Broadband Advanced connection enables us to get as close to face-to-face as we can. The quality of image customers and partners see is very high and there’s not the delay that people sometimes associate with video conferencing.”

“The service has not only allowed us to develop a range of innovative, cost effective services for customers, but also enabled us to expand our own communication channels. Our business is founded on streaming large amounts of content over the web, and we just couldn’t have put such a compelling proposition together for our customers without using this product from BT,” concluded Cunningham.

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James Cunningham, Managing Director,  
Streaming Wizard

[www.bt.com/business/advanced](http://www.bt.com/business/advanced)



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