



Case Study

BT Business Broadband Advanced

Transworld Couriers welcomes two-way traffic

Running a busy courier business requires keeping track of large amounts of data to ensure that the right delivery is made to the right person at the right time. This can include anything from customer order information, through handover documentation, to delivery confirmation.

Harry Cole, IT manager at Transworld Couriers (TWC), first installed an internet connection last year, but had no idea how rapidly the company's technology requirements would grow. As a result of the thousands of orders being processed each week and the steady proliferation of email, Cole approached BT to discuss the technologies available to meet the company's needs.

BT initially supplied TWC with an ADSL (Asymmetric Digital Subscriber Line) connection, which ensured that existing orders could easily be processed and left Cole free to concentrate on growing his company.

To ensure the processes work efficiently, it is essential that there is always good communication, both internally and with the customers. However, the amount of data that was being sent out from the company soon showed that the upload speed of ADSL was not sufficient to meet TWC's needs. Cole looked at several options, including a leased line, but the cost of implementing and running such services were prohibitively high for his business model.

As a result, TWC chose the symmetric broadband internet service from BT– Business Broadband Advanced. Designed for customers who need to send and receive large amounts of data, quickly and securely in both directions, it offers the same data transfer speeds both for uploading and downloading. It also allows data to be sent over existing telephone lines at up to eight times the speed of other broadband technology such as ADSL.

“The courier business is all about speed – reacting quickly to customer enquiries and getting packages delivered as soon as possible. That’s what keeps us ahead of the competition,” explains Cole. “To achieve this, we need fast, reliable communications, and I believed BT would be the best company to supply these.”

TWC provides a one-stop global logistics service which includes import-export, specialist handling of IT equipment, off-site storage and just-in-time solutions. An operation of this scale requires in-house web servers and high speed, high-capacity broadband in both directions to cope with the high level of global traffic.

“Our web server runs perfectly over BT’s new high speed internet service,” explains Cole. “The team has definitely noticed the difference in the speed of the system in the three months since we installed it.”

One of the other main benefits Cole has seen is the system’s improved ability to cope with data surges at times of peak activity.

“As with any service like the one we provide, people tend to make bookings at the last minute. We need flexible technology that can cope with the way our customers actually behave, rather than how we would ideally like them to.”

“Increasingly, much of our business is being transacted online, both with partners and customers. Business Broadband Advanced gives us the ability to do everything we need to over the web to meet our customers’ needs and also communicate more effectively internally, which has improved efficiency greatly.”

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Harry Cole, IT Manager, Transworld Couriers

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Registered office: 81 Newgate Street, London EC1A 7AJ.
Registered in England No. 1800000.
Produced by BT Business.

Designed by Unigraph Limited 22166/11/04.
Printed in England.

PHME: 47129

