



FLEXIBLE SERVICE ALLOWS BANDWIDTH PRIORITISATION IN BUSY SALE TIMES

We're very pleased with Link-Connect's commercial flexibility, which has allowed us to meet our obligations to our customers and to reduce costs.

Frank Rowlands, IT Manager, Tattersalls



Auctioneer customer experience

Tattersalls is the largest bloodstock auctioneer in Europe, offering 10,000 thoroughbred horses each year at 15 sales in both the UK and Ireland. Buyers from around the world trust Tattersalls to offer the best horses, and to provide high standards of integrity and service.

CHALLENGE

At auction events, the guest wireless network must take precedence for bandwidth allocation. This ensures the high number of rolling clients have fast and reliable access to horse statistics and media of past races, and enables them to maintain global links with bloodstock contacts.

However, the disparate nature of the existing connectivity services, and the sporadic nature of this requirement meant that it was difficult to make best use of the available bandwidth.

LINK-CONNECT SOLUTION

Link-Connect started by rationalising the connectivity services at Newmarket and provided a managed clustered firewall solution for increased security and reliability. Converging the disparate comms into a centrally managed solution improved control and economy. However, the granular capabilities were also retained to meet the needs of each group including: These groups include: Tattersall's network, tenant networks, guest wireless and press network.

Traffic prioritisation via the Management Centre means the IT department can easily control bandwidth use, ensuring customers receive priority during sale periods.

In addition, the requirement for co-management was met through the creation of hierarchy-based policies and the use of zones to segment the co-managed elements, while retaining complete control of the service effecting (SLA) elements.

BUSINESS PAIN

Tattersalls needed to be able to provide bandwidth priority to customers during sale days despite the ever-increasing number of Wi-Fi devices and fast changing nature of the usage.

WHY LINK-CONNECT

Link-Connect offered a flexible commercial solution that allows us to scale up and downgrade as our needs change.

LINK-CONNECT PRODUCT OR SERVICE

Managed clustered firewalls, improved connectivity with bespoke QoS

BUSINESS BENEFITS

Ability to offer clients bandwidth priority and high security during the busy sale days, when fast data transfer is essential.

PLEASE CONTACT US

ADDRESS - Frensham House, Farnham Business Park, Weydon Lane, Farnham, Surrey GU9 8QTGET IN

PHONE - 01252 740800

EMAIL wedontbite@link-connect.com