

# Case Study: Sutherland Smith Group

When business depends on having reliable, advanced connectivity—VTSL can help

## What was needed?

One major advantage that the small and mid-sized business has over the large corporate is agility: responding to customer demands, making decisions and acting on them rapidly. Certainly nothing at brand design specialist Sutherland Smith Group (SSG) stands still for very long. Boasting some of the world's most innovative companies among its customers, SSG thrives by being able to meet their demands with ultimate flexibility.

The SSG group comprises a number of businesses offering digital design, events, interiors, film and more. These enterprises can grow at different rates depending on activities within the customer base. This demands strength and flexibility from the infrastructure that underpins SSG - such as its telephone and data communications.

## VTSL provides continuity through office moves

Like many office managers, Samantha Mills has organised her fair share of office moves with SSG and other companies. Extensive growth has seen the group move premises a number of times, yet among all this activity there is one constant: the telephone and broadband capability provided by VTSL. Despite a physical change of address, the VTSL system ensures that everyone can still be reached on their existing number. The system's flexibility means that when SSG brings in freelancers to work on events, sometimes doubling the size of the team, the telephone system easily accommodates this growth, and reverts to size once the event is complete.

## Faster broadband, better business

Because of the fast-moving nature of its business and the global reach of its clients, broadband is crucial to SSG operations. Much of the company's work involves producing events across the world and requires a lot of coordination against tight deadlines as well as large artwork and presentation files to transmit. The leased line previously used by SSG frequently meant bandwidth restrictions and a slow running internet. As a result important presentations for a product launch were often held up and didn't reach the customer quickly enough. After talking with VTSL the problem was solved with a dedicated EFM (Ethernet for the First Mile) cable. This gives SSG a much more reliable and productive broadband experience. "Broadband speeds increased 200% when the VTSL line was installed," says Samantha. This has had a positive impact on business. When a large mobile communications company held global launch parties simultaneously in London and New York, SSG ensured it all happened seamlessly thanks to better, faster and more reliable internet connectivity.

*"The thing with VTSL is that we have confidence in their work and trust their recommendations," she explains. We know they have our business interests at heart."*

*- Samantha Mills, Office Manager, SSG*