

# 50 KALIBER FILMS – MEDIA BUSINESS CASE STUDY

## Bonded broadband a shot in the arm for 50 Kaliber Films



*"It was just taking too long for file transfers and was affecting staff productivity. We looked at upgrading to new technology such as SHDSL and Ethernet over copper, but these are quite costly," said Kahsnitz.*

Dieter Kahsnitz  
Managing Director  
50 Kaliber Films

### Overview

June 2011 - Growth at video media specialist 50 Kaliber Films in inner-city Melbourne meant that the company needed to increase the download and upload speeds of its internet connection.

### Business Requirements

The company produces corporate films for use in web applications, corporate videos and web-based marketing. With average client file sizes of around 90 MB and master files up to 2 GB, 50 Kaliber's single ADSL2+ connection just wasn't up to the task.

Managing Director Dieter Kahsnitz said typically more than 20 client files and several master files would be uploaded every day via its FTP site.

"It was just taking too long for file transfers and was affecting staff productivity. We looked at upgrading to new technology such as SHDSL and Ethernet over copper, but these are quite costly," said Kahsnitz.

### Fusion Broadband Solution

To facilitate these transfers, the company opted for an IP broadband bonding system from Fusion Broadband, which joins multiple broadband connections together, creating one connection.

The network at 50 Kaliber is built across two offices. Each office has an ADSL2+ Annex M service. The main production office has the most bandwidth intensive requirements for downloading and uploading. Between each office is a VPN, which is used to manage data transfers as well as VoIP calls. The bonding system installation involved adding a second ADSL2+ line into the main office.

With the new system, the original Billion ADSL2+ modem/router is retained. The bonding system is physically installed between 50 Kaliber's existing router and two external ADSL modems. All other settings and VPN functions are retained. The only changed setting is that the existing modem router is now used as a router only.

No internal network changes have been made except to issue new IP addresses for the VPN between offices. The installation is fundamentally transparent to the internal network. The WAN connections are presented to the internet with a single IP address.

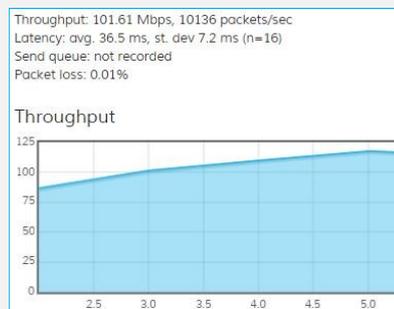


**Update:**  
**July 2015**

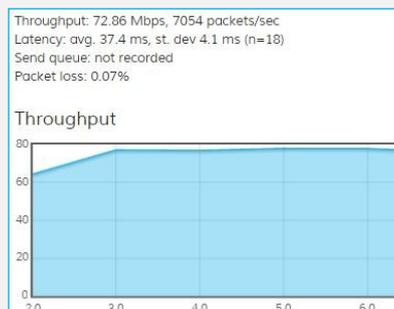
Since the installation of the Fusion Broadband bonding service, 50 Kaliber Films has grown as a business that now pushes a lot of data into the cloud. As a result, they needed an even faster broadband service than the original two ADSL services could provide.

They now bond four lines including three ADSL2+ services as well as a 10/10 Ethernet service to increase their uplink speeds.

Regular testing shows consistent results of over 100Mbps downlink and 70Mbps uplink. These speeds are attained with the benefit of Fusion Broadband compression.



**Downlink Test: 101.61Mbps**



**Uplink Test: 72.86Mbps**

## Results

The speeds of both of 50 Kaliber's connections were tested before the installation. The results showed downlinks of 13 and 12 megabits per second, and uplink speeds with an average of 1.6 Mbps and 800 Kbps.

Post-installation tests show that downlink speeds now consistently exceed 20 Mbps, with a peak result close to the sum of the two connections. Uplink speeds are consistently close to the sum of the two connections bonded. Ping times are approximately the same between the single and the bonded connection.

Should any of the connected services fail some internet connectivity remains, as long as one line is active.

If 50 Kaliber should need more bandwidth in future, the company can continue to add xDSL connections, to a maximum of six (see update at left).

## For More Information

To learn more about how Fusion Broadband bonding solutions can help solve your business and bandwidth challenges, visit [fusionbroadband.com.au](http://fusionbroadband.com.au), call us on 1300 553 526 or email us at [info@fusionbroadband.com.au](mailto:info@fusionbroadband.com.au)

