HARCOURTS DEE WHY – REAL ESTATE CASE STUDY

Bonding Multiple ADSL Services Creates Faster, Resilient Network

*"We noticed the results immediately! We arrived in the morning and as we all logged in, the Internet didn't slow down as usual.
We were all online and everything we do is now so much faster."*

Ben White
Principal
Harcourts Dee Why

*"The equipment arrived at the office ready for deployment.
We focused on upgrading the topology and then simply plugged in the Fusion Broadband hardware - it worked straight away... problem solved!"*

Senior Consultant
IT Service Provider

Overview

An IT service provider was searching for an option to increase a real estate agency's bandwidth to cope with the rapid expansion of its team. The service provider Fusion Broadband to bond two ADSL services from different providers, not only to increase the client's broadband speed but also to create carrier redundancy.

Business Requirements

The Harcourts Dee Why real estate agency has grown quickly and doubled its staff numbers in a short time, putting a strain on the existing Internet connectivity. In addition, all business applications have been moved to a private cloud, demanding more capacity from the single Internet connection.

The real estate market is dynamic and fast. Properties are listed online and the team needs to be agile to upload new listings as quickly as possible.

Staff became increasingly frustrated due to the slow internet access and the business experienced a measurable loss in productivity as a result of the capacity constraints.
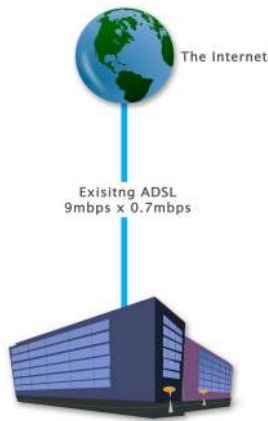
Fusion Broadband Solution

To cope with the rapid business growth, Harcourts Dee Why needed an effective and reliable failover strategy in place and an affordable, high-performance Internet solution.

A virtual team comprising members from Harcourts Dee Why, Fusion Broadband and the IT service provider worked together to define the best and most cost-effective strategy to move forward.
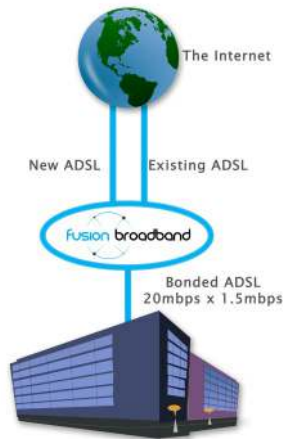
High capacity symmetrical services or any other alternative with a high degree of reliability and faster upload capacity were just too expensive. The solution was to use Fusion Broadband to bond the existing ADSL service with a new ADSL service from a different carrier. Fusion Broadband's compression technology was also applied to further boost connection speeds.

Only three days after placing the order with Fusion Broadband, the pre-configured equipment was delivered on site and ready to deploy. The Internet access upgrade was completed without any disruption to the business. The actual installation of the Fusion Broadband bonding equipment took just a few minutes.

Before: Harcourts Dee Why struggled to operate its business efficiently due to a single, slow ADSL connection.
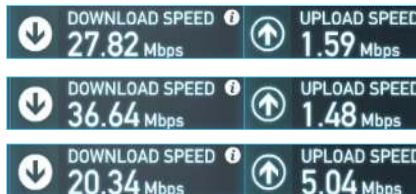

After: With effectively twice the bandwidth, Harcourts Dee Why staff found that they could work faster and more effectively.

Results

The results speak for themselves.

The speed tests shown below were run on site at various times of the day, from multiple devices. They show that upload and download speeds have more than doubled.

These tests used a combination of both compressible and non-compressible data using Fusion Broadband's compression technology.

For Harcourts Dee Why, the key benefits of the new Fusion Broadband bonding service include:

- Faster photo uploads resulting in shorter time to market; immediate listing of properties online leads to better search rankings

- Increased productivity thanks to effective and fast access to online data

- Greater staff satisfaction and lower stress levels by eliminating the frustration of slow-running office applications

- Minimisation of possible downtime and greater peace of mind from adding redundancy to the Internet connection

- Ease of administration - full visibility of the Internet services via the Fusion Broadband administration portal and configurable alert messages