

C&W WORLDWIDE HELPS CUSTOMER ACHIEVE SIGNIFICANT GROWTH IN REVENUE.

“ Cable&Wireless Worldwide is a service star, able to place orders and get them delivered long before our incumbent supplier. In some cases C&W Worldwide has delivered before our incumbent supplier completed their order forms. ”

IS&T SENIOR MANAGER, EMEA & INDIA

WHAT WE HELPED OUR CUSTOMER ACHIEVE

Our customer is a major global leader in media services and retailing, and is one of the world's best-known brands.

We helped them achieve their dynamic and rapid plans for global expansion by replacing their inflexible and costly legacy network with a new high-speed, high capacity network service.

Delivered on time to meet our customer's demanding deadlines, we have rolled out our service to supply:

- **Over 20 sites across Europe for their field sales operations**
- **Deployment of MPLS and internet services to about 100 stores in EMEA.**
- **IPL (International Private Line) connectivity into China, Japan and Singapore between data centres**
- **1GB IPL connectivity between data centres in EMEA and US and proposed 10Gb**
- **Inbound and outbound voice services carrying 70 million minutes a year.**

Our fast and flexible delivery has helped the customer achieve upwards of 10 times growth in revenue.

THE CHALLENGES WE HAD TO OVERCOME

With increasing demand for their existing operations and extensive plans to expand worldwide, our customer found their incumbent supplier was struggling to provide a global network with the scope and reliability they required.

The legacy network, based on an ageing ATM platform, suffered from frequent outages, with long periods of downtime for changes and upgrades. It was clear such a network could not support our customer's ambitious global plans.

HOW WE HELPED

Based on our in-depth understanding of our customer's existing network problems and our appreciation of their aims, we created a proposition based around our MSP (Multi Service Platform).

Key to our customer's approval was our ability to deliver quickly, in line with their expansion plans, and to provide the flexibility to scale server capacity up or down to suit their frequently changing requirements.

Following successful implementation for test sites in the UK, France and Scandinavia, we rolled out a high-speed, next generation MPLS network service across Europe.

Reassured by our successful delivery and service record, our customer has since commissioned us to provide 1GB IPLs between their data centres in the US and EMEA, China, Japan and Singapore, plus MPLS to their EMEA and India field sales offices, and critical internet services to the main operation sites. They have also chosen us to be the primary MPLS provider for their EMEA retail network and outsourced vendor network (projects to commence in 2011). We will continue to be involved as they build their presence and enlarge their WAN in the AsiaPac region.

To see how we our next generation network can provide the platform for your business growth, please contact us:

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Cable&Wireless
Worldwide