STW GROUP CONNECTS FOR CREATIVE FREEDOM WITH AAPT DATA, INTERNET AND VOICE

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Tom Ceglarek, CHIEF INFORMATION OFFICER, STW GROUP

1 BUSINESS CHALLENGE

Headquartered in the northern Sydney suburb of St Leonards, STW Group is Australasia's largest marketing communications group. It comprises about 2,000 employees in 80 companies working from 17 office locations throughout the Asia-Pacific region.

STW Group grows through frequent acquisitions, so its IT team is always under pressure to quickly and seamlessly connect each newly acquired company to the group's centralised ICT network.

As media marketing work is largely project based, employees from different offices must collaborate to deliver projects such as TV ads, online campaigns and new product launches.

"Our creative teams need fast, no-holds-barred internet access, including free reign over social media sites." says Tom Ceglarek, CIO, STW Group. "We need massive bandwidth to make this possible and to ensure teams can freely share high-resolution artwork, design and video files between offices."

With such heavy reliance on its disparate networks for project delivery, any downtime spells disaster and the potential loss of thousands of dollars worth of billable hours. So in 2011, when STW Group experienced a week-long wide area network outage, the company decided it was time for a change.

"Our mix of incumbent providers couldn't deliver the consistently high level of service we required," says Ceglarek. "We issued a request for proposal aimed at finding one ICT provider that could consolidate our data, internet and voice services.

"Our requirement was network redundancy – dual links to each of our 17 office sites, and consistent, high bandwidth for our main offices in Sydney and Melbourne. AAPT offered the best technical solution."

2 SOLUTION FEATURES

STW Group created a new ICT infrastructure network based on AAPT Business e-LAN, IP-Line, SIP Voice, and inbound and outbound voice services.

Delivered over AAPT'S MPLS core network, Business e-LAN connects the group's 17 offices on a single local area network running on a mix of dual-link 1Gbps Ethernet-over-fibre in metropolitan areas and 10Mbps over copper connections in regional locations, allowing ample bandwidth to share large design files. The e-LAN rollout took approximately five months, with some regional sites requiring extensive fibre builds.

STW Group uses AAPT's IP-Line with a dedicated 300Mbps unlimited internet connection, and switched its ISDN voice network to AAPT SIP Voice delivered over AAPT's Ethernet network.

KEY SOLUTION FEATURES

1. **AAPT Business e-LAN**
   17 STW Group sites are connected on one local area network, allowing creative teams to seamlessly interact on projects. All inbound phone calls are routed through SIP Voice on the e-LAN, reducing voice infrastructure and costs.

2. **AAPT SIP Voice**
   This premium IP service triples STW Group's call capacity and adapts to the specific requirements of the business. In tandem with e-LAN and National Number Hosting, it allows STW to centralise its voice infrastructure through its main offices in Sydney and Melbourne in real time.

3. **AAPT IP-Line**
   A dedicated 300Mbps unlimited internet connection delivers optimal performance, and superior availability and access via AAPT's carrier-grade infrastructure.

4. **Inbound & Outbound Voice services**
   In 2012, STW Group transitioned its inbound and outbound voice services onto AAPT's network and expects to achieve a 30–40% annual reduction in call costs.

5. **Six Classes of Service (CoS)**
   Six CoS support STW Group's internet, file sharing, video and VoIP traffic on a flexible Quality of Service package.

AAPT

STW GROUP COLLABORATES QUICKLY & SEAMLESSLY OVER AAPT NETWORKS

"The AAPT team is really helpful. If we have an emergency situation where we quickly need a link to a new site, they pull out all the stops to help us."

Tom Ceglarek, CHIEF INFORMATION OFFICER, STW GROUP

STAFF CAN WORK MORE EFFICIENTLY

3 THE RESULT

Cost-effective voice, data and internet services
By moving to AAPT SIP Voice, STW Group reduced its annual voice network costs by 30–40%. SIP has removed the need for STW to replicate voice infrastructure at each of its 17 offices.

And for the same price charged by its previous internet and data network suppliers, the group enjoys five times the bandwidth on AAPT IP-Line. "Staff can work more efficiently and effectively for the same price," says Ceglarek.

Tier 1 data network performance
STW Group's AAPT data network has secondary links at key sites in Melbourne and Sydney, ensuring excellent uptime and availability. Employees can work around the clock to share data and meet tight project deadlines.

High bandwidth capacity
"We average 10TB a month of downloads across our 17 offices on the IP-Line, so we're making good use of our unlimited data plan," says Ceglarek. "Not only that, but AAPT peers directly with Google, so there's barely any buffering on sites like YouTube, which is great."

Speed, control and flexibility
STW Group transitioned from ISDN to AAPT SIP Voice to allow for greater flexibility and control of its voice network. "We have AAPT SIP Voice gateways in our Sydney and Melbourne offices, so if one goes down, all calls are automatically routed to the other site," says Ceglarek.

"Because we have to connect newly acquired businesses to our network quickly – often within a few weeks – combining voice and data on Ethernet means we can connect companies to our network quickly and seamlessly, all on the one connection."

Award-winning project management
The AAPT customer care model, which received the 2012 CeBIT Service Distinction Award, is run by a dedicated team that manages and supports STW Group's network operations.

"The AAPT team is really helpful," says Ceglarek. "If we have an emergency situation where we quickly need a link to a new site, they pull out all the stops to help us.

"The AAPT project manager was fantastic during the installation phase – he stayed on top of everything and kept the process moving along, so he was a big part of our success."

AAPT holds monthly meetings with STW Group to address its business objectives and ensure its data, internet and voice networks continue to meet the group's requirements.

"It's really easy to get answers and everyone responds to queries promptly," says Ceglarek. "On top of that it's a good-quality network, so we're really happy."

OVERVIEW

Australasia's largest marketing communications group required a complete overhaul of its data, internet and voice network to enhance collaboration between its 17 offices.

STW Group's new networks had to be highly flexible so they could quickly accommodate newly acquired businesses.

In late 2011, the group created a new ICT infrastructure network based on AAPT Business e-LAN, IP-Line, SIP Voice, and inbound and outbound voice services.

CHALLENGES:
- Newly acquired companies regularly joining network
- 17 geographically dispersed offices
- Bandwidth restricting staff collaboration
- Internet buffering and latency issues

SUCCESSES:
- 30–40% reduction in voice costs
- Faster links between offices
- Excellent internet and content sharing
- Improved inter-office collaboration

AAPT IS ONE OF AUSTRALIA'S LARGEST CORPORATE ONLY NETWORK

AAPT owns and manages more than 11,000kms of fibre across our own national voice, data and internet network. We connect more than 174+ million voice calls and deliver 9073 terabytes of customer downloads every month. But the story of AAPT is about more than just statistics. Our value is not only in our network, our products and services, and our customer service, it's also in the way we partner with you. We believe that having the best products is simply not enough.

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