

Partnership with hSo helps Wholesale Communications Provider forage into the Enterprise world



NTE Limited was looking to enhance its product portfolio by developing its own data-centred connectivity.

At a glance

Challenge

- Telephony background
- Required own network based in Telecity
- Lacked in-house MPLS expertise
- Too far from London to respond quickly

Solution

- Network consultancy
- Access to hSo engineers
- 24/7 NOC
- Partnership approach
- Competitively-priced connectivity

Benefits

- Customer growth
- Increased revenue
- Expanded product offering
- Increased product flexibility

Why they use hSo

Consultative approach For a number of years NTE Limited had resold internet connectivity from two major providers but quickly realised the need to expand the businesses capability and sell their own data-centred connectivity. After a lengthy consultation process with a number of different suppliers NTE chose Goscomb Technologies, now hSo:wholesale, to facilitate this change of direction. "The support we received really stood out from the other suppliers we were talking to. They took the time to understand our requirements and explain how it all worked, they gave us a step by step blueprint to build our own network and offered the skills to maintain and develop it. We could see immediately that it would be a successful, long term partnership", says Phil Herring, Sales Director at NTE Limited.

Expert support The NTE management team was keen for its service set to evolve in a way that would enhance its voice offering by coupling this with networking services. However they were also lacking the internal IT skills necessary for such a move. "Networking isn't our core business, so we needed a supplier that could help us understand what was required. Not only has hSo pretty much unlocked everything for us, they also have extremely skilled engineers in house that can respond quickly in case of problem."

New market NTE supplies a mix of telephony and connectivity solutions to SME customers via its network of UK resellers. With the assistance of hSo the business has expanded its product offering to appeal to Enterprise clients. The flexibility of owning and managing their core equipment has enabled the business to create bespoke solutions and offer the products, technical flexibility and value for money to succeed and win business in the competitive Enterprise market.

"hSo have enabled us to expand our product portfolio by building our own network, giving us a real competitive advantage when bidding for enterprise business." Phil Herring, Sales Director at NTE Limited

Challenge

NTE Limited is based in the North-East of England and was established in the late 1980's as a B2B telecoms supplier.

More recently the business has evolved to provide B2B telephony and connectivity solutions via its network of UK Resellers. The business prides itself on its long working relationship with resellers, some spanning decades, delivering solid technical solutions backed by excellent customer service and support.

When it came to data connectivity the business had two existing reseller relationships, but quickly realised that there were significant benefits to building and managing their own data network. When researching their options the company struggled to find a supplier that could offer them the network ownership that they sought, most solutions offered someone else's network at a relatively high price.

"This wasn't our core business, and it was difficult for us to find someone willing to take a leap of faith and help us really grow rather than just selling us their products."

Frustrated with the lack of options out there, NTE turned to Goscomb Technologies after two of its suppliers recommended Dan Goscomb, the founder of Goscomb who now acts as Engineering Director at hSo.

Solution

"Turning to Goscomb Technologies was a complete game-changer for us," says Phil Herring. "It was the first time a supplier was actually listening to what we wanted and did everything to help us in that direction. We first commissioned Goscomb to do some network consultancy but they then gave us a report that told us how it all worked, pointing us in the right direction, telling us where we needed DSL space, gave us a kit list... They basically helped us build our own network. They didn't try to sell us anything, which was very unusual compared to other suppliers. That's the key reason we went with Goscomb. They offered us an experience and depth of knowledge of networking technologies that was unrivalled in this market."

With its 24/7/365 NOC (Network Operations Centre), its highly skilled engineers based in London and its competitive connectivity pricing, Goscomb/hSo proved to be the perfect partner for NTE.

"Being located up North, far from our data centres, it's crucial to have access to expert staff that can maintain our equipment and respond extremely quickly if there are any issues. hSo staff knows our setup, and understands

the urgency of issues that arise. They're in a very good location, allowing us to do things we wouldn't be able to do without them. And the support is always stellar!"

"We're very happy with hSo and would not consider switching to another supplier. Our relationship with hSo has grown into a real partnership. hSo is all about listening to our concerns and needs and coming up with solutions that will help us long term, not just short term." Phil Herring

Benefits

NTE has been working with hSo for over 4 years now and have never considered switching to another supplier: "the level of service and support we receive has been incomparable. Not only has hSo helped us build a completely new aspect to our business; we've seen major customer growth thanks to our partnership."

Having their own network has opened new doors for NTE. Their enhanced portfolio attracts high value Enterprise customers who require flexible and integrated data and voice services. "We've got some very decent enterprise contracts on the back of having our own network and equipment built by hSo. We are looking forward to continuing to build on our new market success and expand our range of products and technical capability with hSo's assistance."

"We're very happy with hSo and would not consider switching to another supplier. Our relationship with hSo has grown into a real partnership. We help each other and we grow together. hSo is all about listening to our concerns and needs and coming up with solutions that will help us over the long term."

NTE has progressively added new complementary services from hSo, such as DDoS protection (Distributed Denial of Service), ultimately strengthening its network offering and giving them the opportunity to compete with some of the larger providers.

About hSo

hSo is a carrier-independent network service provider. Our managed services span inter-site and Internet connectivity, telephony and data centre solutions, including cloud and virtualisation. To find out more, visit www.hso.co.uk or call us on **020 7847 4510**

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