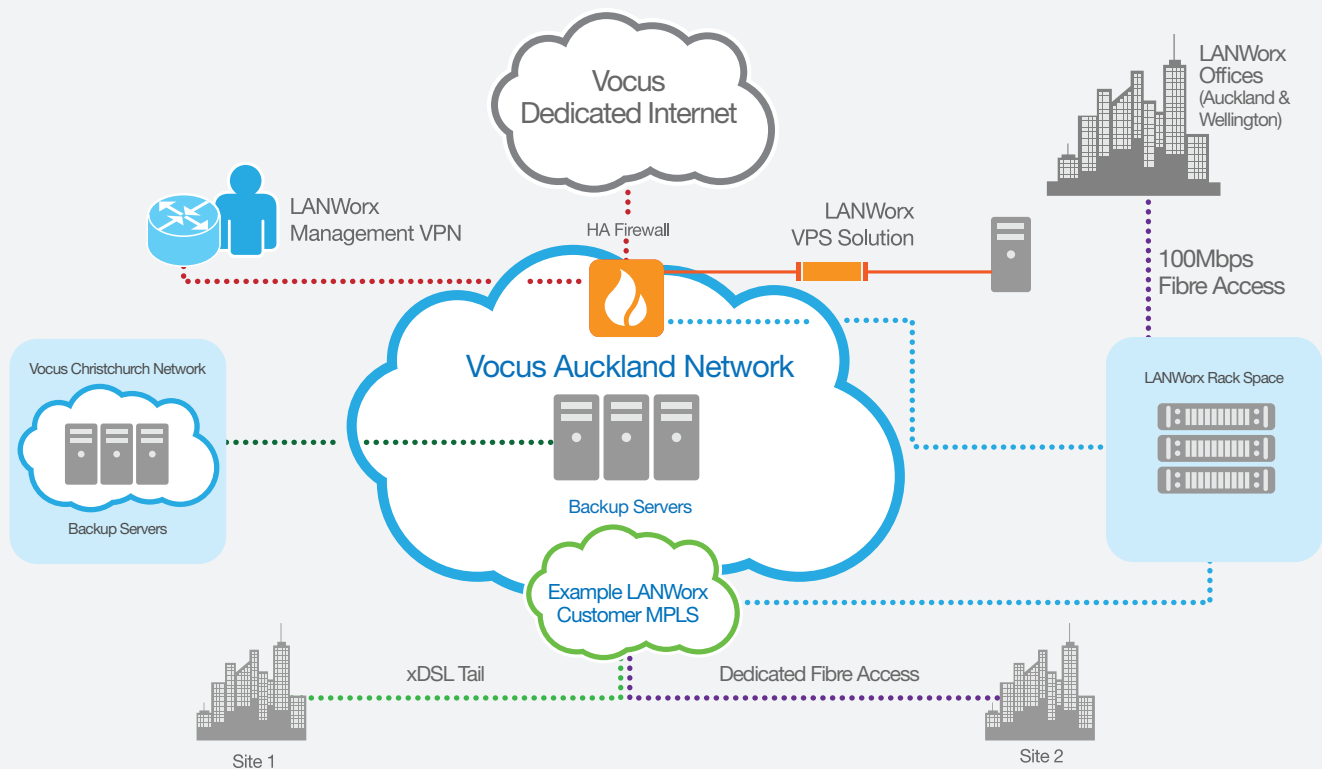


# A new world of opportunities for LANWorx with Vocus

IT services company LANWorx was quick to spot the potential that cloud-based technologies offer, but ultimately decided that it wasn't viable to run a physical cloud-based infrastructure. Upon consultation Vocus was able to deliver a dynamic business model founded on innovation and collaboration.

## The Vocus Solution



### Background

LANWorx has a formidable 16 year track record, supplying many public and private organisations such as the Privacy Commission, the Human Rights Commission, the Ombudsman and multiple SMEs located throughout the country. Business has always been good, and when a few years back, the team predicted 'clouds' were on the horizon, it was an opportunity to rethink how best to serve clients.

"We could see the potential benefits of moving clients to cloud-based environments – such as the hosted or colocation services Vocus provides, as well as solutions

such as Microsoft Office 365 which requires good transit - but we didn't have our own infrastructure to support such a move," explains Mark Battershill, Director and co-founder of LANWorx. "We either had to create our own or look to partner with a specialist data centre and network provider to accommodate this growing demand."

The choice of who to partner with was narrowed to Vocus and the provisioning of rack space, back up services, Virtual Private Servers (VPS) and national and international network connectivity commenced.

## Scalability, reliability

Recognised as a premium 'carrier-grade' network for New Zealand and Australian corporate enterprises, the Vocus network offers dedicated, secure and almost limitless capacity which enables customers to select the speed at which they move their data. For LANWorx, having access to a high availability, low latency, high speed internet connection is critical for many of their clients.

"In some cases, it can mean the difference between making or losing tens of thousands of dollars a day," explains Mark. He refers to one particular client, a 40+ strong team of software developers who need to regularly spin up to 50 servers at a time. "Their developers need WAN speeds of up to 1 Gbps between their Auckland city office and data centre, as well as the flexibility to scale up and down as projects demand.

"If there's any downtime or outage, the the cost to the business would be severe," he adds.

## Exceeding speed expectations

LANWorx, like many other channel partners of Vocus, has their own chunk of dedicated bandwidth on the Vocus network.

"We've become our own ISP. The speeds we can offer our customers are mind boggling! We're exceeding expectations when it comes to upload and download rates, which is making a real difference to their productivity."

In the wake of the Christchurch and Wellington earthquakes, business continuity and disaster recovery have become key business drivers. Vocus' redundant network and back up services allows LANWorx to carry on 'business as usual' should the unexpected happen, far as their data is concerned.

## Better connected, better off

As the relationship between LANWorx and Vocus has developed, so too have the opportunities:

"We've created our own LANWorx infrastructure within Vocus, giving us unprecedented control and transparency over how we care for our clients' IT needs. LANWorx is now completely self-sustained: from a support point of view, we have closed the loop," says Mark. "We can easily monitor customer traffic through our own routers and firewalls. We have access to maps so we can check availability of fibre and DSL services without having to rely on third party response, and we can now seamlessly provision on behalf of our customers."

The continuous referrals Vocus passes its way has been an unexpected bonus. Vocus concentrates on its own product set i.e. network and data centres, but when a client needs additional IT support, it's happy to recommend trusted partners such as LANWorx to step in. It's a win-win for all.

## Snapshot

- LANWorx is an IT services company based in Auckland and Wellington. It specialises in providing software, hardware, system management services and strategic IT consultation for SMEs and government agencies.
- It recently partnered with Vocus who became its sole provider of data centre services and connectivity (DSL, VDSL, Ethernet, Internet, Dark Fibre), creating a high performing, scalable IT infrastructure.
- LANWorx and its customers are experiencing unprecedented internet speeds, significantly improving business productivity and continuity.



*"Vocus' 100 per cent up time in its Auckland data centre during the past decade is reassuring stuff. But quality and performance of the Vocus network was also a major draw."*

Mark Battershill | LANWorx Director  
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