

Faster service and more secure business



Super responsiveness

Barron Wood Distribution recently moved its communications back to BT, and is enhancing the speed and security of its IT infrastructure. "Nowadays it seems everybody offers cheap line rentals and call prices," says David Fairbrother, a director at Barron Wood Distribution. "But having left BT we soon realised that price isn't everything. Reliability is critical and BT provides a superior service."

When Barron Wood went back to BT it also decided to speed up its broadband connection. "We use a business critical application called Roadrunner," explains David Fairbrother, "and the quicker we can upload information the better we can serve our customers. But our existing broadband service was not up to the mark."

With guidance from its BT Business team, Barron Wood opted for BTnet Premium, the BT flagship "Beyond Broadband" internet access product for business critical applications. David Fairbrother comments: "Having such a dedicated connection has made a huge difference, and every depot can now work as quickly as we can in the main office. My people no longer complain that applications are running slowly. It must have improved our responsiveness tenfold."

About Barron Wood Distribution

Barron Wood Distribution is a UK-based road haulage broker. The company organises round-the-clock logistics services 365 days of the year. It moves an average of 250 shipments each day, co-ordinated from depots in Glasgow and Newport, and from its headquarters and satellite depot in Preston. Information management is key. At the heart of its business the company uses a specialist application called Roadrunner to schedule and manage shipments as well as raise invoices for payment.



Barron Wood Distribution Limited

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David Fairbrother
Director
Barron Wood Distribution

Up-to-date assurance

Barron Wood Distribution also signed up for BT Secure Services, a low cost internet and network security solution. David Fairbrother says: "The switchover to BT Secure Services was seamless and everything has worked faultlessly since. Now we have the assurance of up-to-date firewall and anti-virus arrangements. It also allows us to prioritise key data over our network."

A user accessible management portal enables quick configuration changes and provides access to network usage and capacity management reports. The service is backed by a 24-hour helpdesk. David Fairbrother sums up: "We are very pleased to be back with BT. The products and services it supplies are second-to-none and the response we get from the BT Business team is great."



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About the BT solution

The Barron Wood Distribution headquarters building and three regional depots are all now served by BT lines and internet access services – BTnet for its headquarters and broadband for remote sites. Selected staff and directors also have a mobile phone or BlackBerry device from BT Mobile, with the whole package consolidated under a BT OnePlan contract that provides Barron Wood with attractive calling rates.

BTnet Premium offers highly reliable and flexible uncontended internet access over a leased line, backed by a comprehensive money back service level agreement. This makes it ideal for companies like Barron Wood that are running mission critical applications over the internet. As well as

operating a centralised email service, Barron Wood use Roadrunner – a specialist application for the logistics and distribution industry. Roadrunner is intolerant to delay and its performance is substantially enhanced due to the low latency guarantee that BTnet provides.

BT Secure Services is a managed firewall and VPN solution that takes the complexity out of making communications systems safe against internet-based threats. It offers a suite of network security tools including gateway anti-virus measures, intrusion detection, and comprehensive management reports. It also allows the prioritisation of outbound traffic to ensure that business critical information gets the bandwidth it needs.

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