Internal IT improves customers' network reliability and profitability with Wholesale nbn® and Software-defined Wide Area Network (SD-WAN)

Case Study Overview:

End-user challenges:

- Aging equipment and outdated setup causing performance issues
- With lack of network redundancy, multiple branches were relying on the main hub- any downtime caused at the central point caused widespread disruptions, leaving all clinics unable to access systems and serve their patients, losing revenue and potential new business
- Constant network issues damaged their reputation with both existing and prospective customers, eroding trust in their ability to provide reliable and timely healthcare services
- Slow and frustrating user experience in accessing systems and uploading X-rays due to underscoped and unreliable connectivity

MSP challenges:

- Purely sales-driven relationships with larger providers, who focused on sales transactions, rather than building strategic and ongoing relationships
- Red tape and politics involved in dealing with larger vendors when resolving issues or implementing changes
- Lack of training and tools from other vendors, who charge additional fees for their training services

Use case overview:

Internal IT's customers, an orthodontics clinic, struggled with the limitations and impacts of working on aging equipment, residential-grade Internet services and the absence of a redundancy plan. To address these critical issues, Internal IT turned to Hosted Network's Software-defined Wide Area Network (SD-WAN) and **nbn®** Enterprise Ethernet (EE) to provide reliable and faster connectivity. By implementing this solution, the orthodontics clinic increased the reliability of their network, enabling faster X-ray processing and ensuring better support to their patients, and even added additional revenue through online consultations.

MSP overview:

Internal IT is a local MSP that provides professional IT support from Perth to Mandurah. They take ownership of their clients' technology needs, and act as their customers' Internal IT department, ensuring that businesses don't have to deal with the hassle of calling multiple service providers. Internal IT aims to simplify technology for their customers, enabling them to focus on their core operations.

Implementing nbn® Enterprise Ethernet (EE) + Software-defined Wide Area Network (SD-WAN)

To create a more resilient setup, Hosted Network and Internal IT implemented **nbn®** Enterprise Ethernet (EE) and Software-defined Wide Area Network (SD-WAN), ensuring a stable and robust connection to the data center. This move allowed them to transfer all data into the data center, reducing dependency on a single location and ensuring continued access even during outages.

The improved connectivity resulting from Software-defined Wide Area Network (SD-WAN) implementation offered significant benefits, enhancing reliability and eliminating downtimes. Server disruptions became a thing of the past, and most locations experienced remarkable stability.

Additionally, they were not only able to process X-rays quickly, including 3D X-rays for complicated cases, but they have also generated a new source of revenue through online consultations. The healthcare business could now cater to more patients during off-hours, freeing up time and streamlining treatment plans.

Overall, the strategic deployment of **nbn®** Enterprise Ethernet (EE) and Software-defined Wide Area Network (SD-WAN) allowed the healthcare business to achieve improved business continuity and uptime, and better experience for both end customers and patients due to more efficient systems and upload times.

"It is good to be able to pick up the phone and speak to someone without too much politics behind the scenes. It's just we're on site. I need a hand now and it happens. And if that person can't help us, then there's always someone else."

Luke Cook, Managing Director at Internal IT

Going beyond sales transactions

Through exceptional collaboration between Hosted Network and Internal IT, including weekly meetings and constant communications, they gained full visibility into the scoping and service delivery process. As a result, they successfully met the execution deadline in less than a month, ensuring a smooth and timely implementation. Any performance issues were swiftly addressed through consistent AM check-ins and follow-ups after the implementation.

Additionally, Hosted Network provided free training, which other providers offer for a fee, and tools for Internal IT's team to enhance their team's skill set and ensure they were well-equipped to manage the solutions effectively.

*"We can do our own **nbn®** check to verify that there's an actual **nbn®** box and what ports are available. We can also investigate connectivity issues through the portal, such as bandwidth problems, wireless connectivity glitches, or modem-related concerns. With this info, there's a couple things that we can do to try before we have to engage support. Our previous provider didn't allow us to diagnose anything ourselves. It was all a support ticket. It didn't go anywhere."*, added Luke Cook.

End-results

MSP	End-customers
• Exceptional project management and consistent communications with Hosted Network in terms of scoping and service delivery provided transparency and helped Internal IT have better communications, manage end- customer expectations and meet target deadline of implementation • Consistent check ins from Account Manager and follow-ups after implementation helped resolve performance issues • Complimentary training and tools from Hosted Network, which other providers provide for a fee • Availability of on-demand troubleshooting tools enabled quick resolution times, ensuring efficient outcomes for customers • Direct access to key experts from the Hosted Network team to support specific needs, allowing quick resolution without the red tape often seen with major telcos	• Resilient and stable setup through implementing Software-defined Wide Area Network (SD-WAN) • Improved user- experience and faster upload speeds with **nbn®** Enterprise Ethernet (EE) • Additional revenue stream through online consultations, powered by faster Internet connectivity

Why partner with Hosted Network in selling Business Internet and SD-WAN?

Business Internet

- Provides high performance connectivity to support critical business applications including voice, video and cloud applications
- With symmetrical wholesale speed tiers up to to nearly 10Gbps
- Provides 24/7 assurance support to all service providers
- Completely new fibre install direct to customer site
- Service is dedicated to customer
- $0 install on 36 month* (Subject to site qualification)
- Growing coverage ([See fibre upgrade list.](#))

Software-defined Wide Area Network (SD-WAN)

- **Wholesale aggregator.** We aggregate diverse carrier connections to create a super-fast connection
- **Hub/Spoke vs Mesh.** Supports faster and seamless connections between sites and gives you the ability to add or remove sites whenever required
- **Aggregation.** Unlike other vendors our Software-defined Wide Area Network (SD-WAN) is not simply load balancing the connections between each leg.
- **Multi-tenanted.** Centrally manage all of your customers through an easy to use portal
- **Streamlined licensing and costs.** No need to pay for access to the different features, simply pay one fee and you have full access to the bonding and Software-defined Wide Area Network (SD-WAN) capabilities!

Speak with our sales team