

## SUCCESS STORY

ZEBRA'S WIRELESS NETWORK REDUCES SUPPORT CALLS FOR MARKETING AGENCY



**ZEBRA**



# Zebra wireless makes Twogether staff more productive

## A SPEEDY NEW WIRELESS NETWORK ENABLES MARKETING CREATIVES TO WORK WITHOUT INTERRUPTION

Twogether Creative, based in Marlow, is a technology marketing agency with 80 employees. The company prides itself on its deliberately distinctive approach to its work, which makes it stand out from what it calls the 'clutter of bland'.

The nature of the business makes it important for staff and guests to be able to move around the office with their laptops, discussing their ideas with colleagues and visiting clients.

### Challenge

Twogether Creative is housed over four floors in an old, grade 1 listed building with thick walls. Its wireless network was unreliable and staff would often lose connections and data while moving around the office. The IT helpdesk found itself dealing with a high

number of calls. Twogether wanted to reduce the amount of money it was spending on maintaining the existing network.

The firm wanted a new, fast, robust and secure network that would be available everywhere in the office. Most of Twogether's hardware consists of wireless laptops and tablets, as the ability to collaborate with colleagues and clients throughout its offices is crucial. The firm also needed to be able to secure its data, while providing effective wireless for guest access and staff bringing their own devices.

Staff had to be able to download large files and videoconference with clients. The new solution also had to be scalable. Twogether is planning to acquire more office space to expand its team, so it was important to be able to extend the wireless network easily into the new office.

### SUMMARY

#### Customer

Twogether Creative

#### Industry

Marketing

#### Challenge

Twogether's existing wireless network was unreliable, and the connection often dropped as staff moved around the office. The business wanted a fast, secure and robust wireless network that would work seamlessly throughout the office

#### Solution

- AP7522E Access Points
- WiNG Express Manager

#### Results

- Fast, reliable wireless connectivity is now available throughout the office
- Support calls have dropped by 30%
- Staff can download large files and use videoconferencing and voice over IP without interruption
- Twogether can extend the network to its new office easily and at minimal cost

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## Solution

Having thoroughly researched the market, Twogether chose to implement a wireless network from Zebra. As well as being robust and secure, the Zebra solution was easy to manage and maintain.

The network, which was installed in two hours, uses Zebra access points throughout the building. WiNG Express Manager, with its simple and clear interface, is used to manage the network.

When Twogether opens a second office in Marlow, it will be able to extend the wireless network between the two offices at minimal cost.

## Results

The Zebra network has removed a lot of the hassle from the working day for Twogether staff. They can now move throughout the building without losing connection or vital data. Staff can gain access to the large amounts of data they need from the network quickly and easily, and hold multiple-user videoconferences with customers without worrying about delays on the line or lost connections.

The new network runs so smoothly that users barely notice it. All staff are far more productive and generally happier – the previous Wi-Fi was always a cause for complaint among staff. The team is 10-15% more productive as a direct result of installing the Zebra wireless solution. The network has been so reliable that network-related calls to the IT helpdesk have dropped to zero.

Any faults on the network are now easy to diagnose and solve with the user-friendly WiNG Express management software before users even notice them. The robust security has given the business the confidence to allow employees to bring in their own mobile devices to use on the network.

When Twogether expands to another office, it will be able to expand the network easily as the entire network will be managed from a single point.

“The Zebra wireless network has had an immediate impact on our business. Since the extremely rapid installation, which was carried out during a busy working day, we’ve seen a huge improvement in wireless reliability and have experienced a 30% reduction in support calls. We’ve also got a solution that we know we can extend to keep up with our rapid growth.”

**Kirsty Gilchrist,**  
Managing  
Director,  
Twogether  
Creative

**TO DISCOVER THE ADVANTAGES THAT ZEBRA TECHNOLOGIES' WIRELESS NETWORKS CAN BRING TO YOUR BUSINESS, PLEASE VISIT [WWW.ZEBRA.COM](http://WWW.ZEBRA.COM)**



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