

Case Study

rock goes high-speed with WiMAX

As a leading laptop manufacturer, rock is passionate about bringing cutting-edge technology and innovative products to its customers. Working with FREEDOM4 and Intel, rock opted to join the WiMAX trial in the Warwick area. Using WiMAX technology, rock has seen numerous benefits over using an ADSL broadband connection, including:

- Increased reliability of service
- Vastly improved upload speeds
- Greater location flexibility

rock

Based in Warwick, award-winning laptop manufacturer, rock, prides itself on hand-building every notebook to order and produces them to the highest standards.

Established in 1992, rock employs 40 staff and invests heavily in research and development to ensure it continues to bring the latest technology to customers.

Early adopters

Through an existing relationship with Intel, rock was introduced to FREEDOM4 and the WiMAX services it was trialling. Previously using a standard ADSL connection, rock decided to take part in the trial. James Dean, PR and marketing manager at rock, comments, "As a company at the forefront of technology, we jumped at the chance to use WiMAX. Internet connectivity is a crucial aspect of our industry, so to test the latest technology is great for us and our customers."

With tech-savvy customers interested in technological developments, rock switched from using an ordinary internet connection to a high-speed WiMAX service. All 40 of rock's employees have access to the technology through the company-wide wireless network.

"We are extremely excited to be using WiMAX technology at rock and we have certainly seen the benefits compared to using a standard ADSL connection," continues Dean.

Powering ahead

With symmetrical upload and download speeds, rock has capabilities to reduce the time it takes to upload FTP files, send large emails and dramatically reduce the time it takes to update co-located servers. Sending mission critical emails on a daily basis, the team at rock rely on a quick and robust connection. "Due to the nature of our business and our involvement with portable technology, it is crucial we have constant access to the internet and quick upload and download speeds. Thanks to WiMAX, we now have had a powerful connection to the internet. The increased upload speeds we are now able to achieve with FREEDOM4 compared to traditional ADSL broadband really have been beneficial," continues Dean.

Another advantage for rock of using FREEDOM4's WiMAX technology is the flexibility it provides over a traditional wired connection. Dean explains, "With no physical wires, we are not restricted to a particular location to use the internet.

"The reliability of the WiMAX connection has also been excellent. It is fast enough for numerous people to connect simultaneously, without any problems with speeds dropping or the connection faltering."

As well as using WiMAX for its own purposes, rock is also able to offer FREEDOM4's WiMAX service to people in the local business community, through Wi-Fi hotspots. "Being able to offer free internet connectivity through WiMAX to the people of Warwick is something we are extremely pleased to be able to do. The numerous advantages that WiMAX can offer to businesses in the area are fantastic, and it has proved a great solution for both gaming and office applications."

Looking ahead

rock will continue using FREEDOM4's WiMAX service, both internally and for the local people, as it develops in the Warwick area and across the country with further rollouts.

"We are already in talks with Intel about testing WiMAX on laptops and are truly excited about the future of the technology. For rock, having a reliable, high-speed connection is crucial, and WiMAX certainly provides this. With competitive set-up costs and freedom to access the internet on the move, the future of the internet certainly looks wireless," concludes Dean.

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