

Case Studies from Avonline

1. the customer...

Mapsbury Communications (MCom) is a leading Wireless solutions provider. Formed in 2002, their emphasis is on *“concentrating initially on quality of service and value-add to the consumer rather than the most amount of hotspots in the least amount of time.”*



2. the challenge...

Generated by a reference from existing customer Immedia Broadcast, we were asked to deliver a rapid roll-out programme of T-Mobile wireless hotspots. All installations were to take place at Texaco petrol stations located across the UK. Each site was selected for its high customer traffic and retail use.



The programme was to install 79 sites in 7 weeks plus a 2 week planning phase. The complete installation included set-up and commissioning of the Cisco routers via ADSL connection, site survey to identify the optimum location for the external Wireless Access Point and positioning signage and marketing materials.



3. the result...

Initially, our hand-picked Installation team received specialised *“Passport”* training necessary to carry-out work in the high risk petrol forecourt environment. At the same time, our Programme Manager organised site logistics including visit timetable, stores delivery programme, test installation mock-up in our Training School and the comprehensive site completion pack.



At the start of the roll-out programme we encountered issues with the state of readiness of many sites eg. no live ADSL connection, so we were unable to achieve full commissioning and testing. We were quickly able to offer a recovery plan to Mapsbury and the programme was successfully completed on time



4. the reference...

“Our first experience of working with Avonline was very positive. They always seemed to be one step ahead of the game, offering a solution or instigating a programme change before a risk that they identified had a chance to materialise.”

Magnus Kelly, Managing Director, Mapsbury Communications Limited

Key Words :

Installation Programme
Broadband ADSL
Wireless Access
Cisco hardware
Site Surveys
Retail sites