

## Customer Success Story

### The Client

Sohonet is the only network service provider dedicated exclusively to Soho's media sector, enabling its customers to communicate and share information, quickly and securely with people in the media and film industries.



### The Requirement

Within the production and post-production environment time is money and Sohonet is committed to providing an outstanding high-bandwidth service. It promises to manage a secure and reliable network with zero contention (meaning that transfer times and speeds are consistent at all times), without resorting to the excessive overhead of sustaining massive unused bandwidths. As a result Sohonet was seeking a partner to provide network connectivity to meet these requirements.

### The Solution

FibreSpan was selected for an initial network deployment to supply bespoke dark fibre private circuits to connect customers within the Soho and West End area of London in 2004. A second phase expanded the network to the North and South of Oxford Street and to the East and West of Regent Street and FibreSpan has since worked with Sohonet to build an extensive West London network. FibreSpan's solution is well aligned to Sohonet's strategy and the initial deployments proved to be an enormous success. As a result, a long-term partnership has been formed to expand the network throughout Soho as more customers come on board.

*"Our relationship with Sohonet has enabled them to expand their network footprint in its key market in West London and enables us to broaden access to our network,"* said Robert Bicket, Chief Executive of FibreSpan. *"Through our economical, secure and resilient dark fibre network services, Sohonet has exclusive access to unlimited bandwidth which enables them to provide their customers with high-speed low latency connectivity services."*

**Dave Scammell, Managing Director of Sohonet:**  
**"We provide a unique network connectivity service to the film and television industry and have to be geared to meet the specific demands of this sector. Our customers make large data transfers within precise time-scales, where security is paramount. Standard Telco links simply cannot service these needs and so we have to provide connectivity based on fibre networks."**

### The Benefits

Sohonet was attracted to the solution as FibreSpan provides unlimited bandwidth at a fixed cost, a package that is not available from incumbent providers. The network allows the company to provide increased bandwidth to customers at no additional cost, thus strengthening revenue margins. Furthermore, the network expansion has provided physical proximity to a significant concentration of smaller customers who will now be able to benefit from a high bandwidth service. This would previously have been considered uneconomical and provides Sohonet with additional commercial opportunities. Customers benefiting from the Sohonet network include: Channel 4, The Engine Group, Hallmark, The Mill, MTV, Saatchi & Saatchi, Sky TV and Pinewood Studios.

**Dave concludes: "We have developed a long-term relationship with FibreSpan because they provide bespoke dark fibre at the right price and right level of flexibility. The solution is perfect for us and our relationship will continue to evolve as our network grows."**