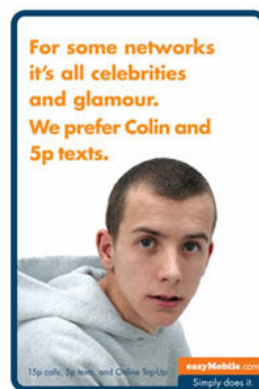




Cerberus Networks – Leading the Field

With extensive experience in IT solutions and Internet services, Cerberus Networks has a unique perspective on the needs of SMEs when it comes to the demands on their communications systems and the requirements of the technologies used to deliver these services.

Cerberus Networks ADSL2+ services are a market-leading solution for organisations needing fast, reliable connectivity to the Internet, with the benefit of up to 24Mbps downstream and 2.5Mbps upstream. This performance leaves traditional ADSL services behind and, with the high upstream bandwidth available, even outperforms business-orientated services such as SDSL, but at a fraction of the cost.



Smarter Communications

Smarter Communications are a leading marketing agency, based in the West End of London, right at the heart of the UK's creative media industry. Providing clients with a broad range of high quality services including design, planning and production, Smarter delivers innovative and high profile campaigns for clients including EasyMobile and the Indian Tourist Board.

Faster, More Reliable Internet Services

Smarter had been experiencing a number of problems with their Easynet SDSL services that were starting to affect their business. Not only was the service slow but it had become unreliable and users complained consistently about disruption to their work due to the problems. Smarter Communications' IT Manager Edd Payne recalls;

"We had a slow connection using an expensive SDSL line which was prone to failure."

Edd discussed his requirements with Cerberus Networks and realised that their ADSL2+ service could offer a great alternative to the existing SDSL, with similar uploads speeds which were important for remote workers and hosting files for clients,

but with dramatically faster download speeds on offer, that would deliver productivity benefits for everyone using the Internet in the course of their work.

After ordering ADSL2+ for Smarter, the service was live within just 5 days. Edd found setting up the service very easy;

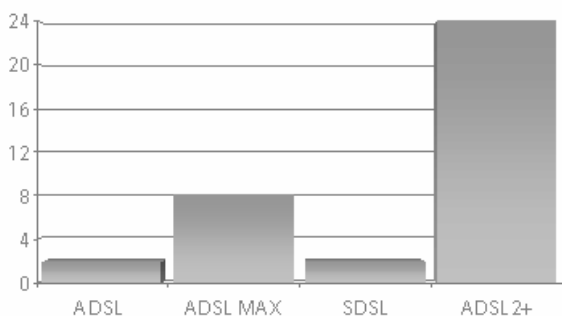
"Once I had the IP address details all it took was plugging the router in and reconfiguring the firewall!"

Immediate Results

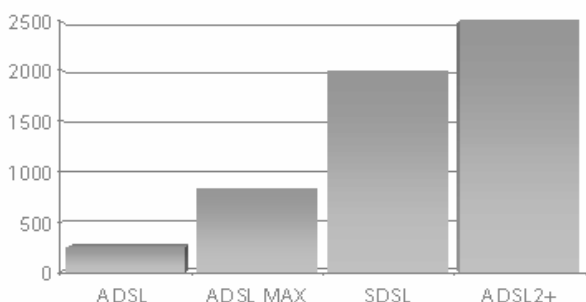
Edd was delighted to see a dramatic and immediate improvement in the quality and performance of his users' Internet connectivity;

"I tested the connection by downloading an ISO image and was amazed at just how fast it was downloading! My users are now happy, and have stopped moaning about 'the internet being slow'"

Maximum download speeds (Mbps)



Maximum upload speeds (Kbps)



Cerberus Networks Limited

9 Walmgate Road, Greenford, Middlesex UB6 7LH
Tel: +44 (0)845 257 1333 Fax: +44 (0)845 257 1334
Company Registration No. 05374067 VAT No. 879 2864 56

Next Generation Technology

Using the latest technology, the ADSL2+ service is able to get unprecedented speeds for connectivity on existing copper circuits, meaning high speed Internet access at an affordable price. The ADSL2+ network is also built on a brand new dedicated high-speed backbone architecture that effectively eliminates traditional contention ratios that broadband users are so tired of.

Cerberus Networks' Michael Rudge explains, "ADSL2+ has really changed the market for broadband services, especially for businesses. Before ADSL2+, clients looking for high upload speeds had to go for expensive SDSL or leased line connections. Those looking for high download had to make do with the slow upload of ADSL, and you would always pay a big premium for low contention. Now you get the best of both with ADSL2+ and contention is no longer a consideration."

Dependable Connectivity

And after 6 months Edd is pleased to report no incidents with the connection whatsoever – just 100% fast reliable connectivity. Comparing Cerberus ADSL2+ to his old, more expensive service, Edd is glowing:

"It's about 1,000,000% better! Compared to our previous provider we are now paying per quarter what we previously paid per month, for a connection which is a magnitude faster and more reliable"

How did we do without it?

Edd now wonders how Smarter Communications got by without their ADSL2+ service. When asked if he believes the service could benefit other businesses, he is enthusiastic;

"We are very happy. I would recommend the service to anybody!"