

Future-proofing our business in the cloud.

Case study

Background

The animation company RJDM combines the latest digital marketing technology with their technical expertise. They develop communication solutions such as apps, animations and video content for clients as well as offer virtual reality, augmented reality, social media and screen media. Due to the nature of their business and the tools they use, a fast and reliable internet connection is essential to the smooth running and day-to-day operations of the business.

With a rapidly expanding team and string of new business wins, their strained broadband connection meant a new and better solution was needed urgently.

Challenge

While their connection was manageable, it wasn't fast enough. RJDM use many cloud-based services and send large data files on a regular basis which rely on connectivity - the slow connection meant the studio would come to a standstill at times and was affecting delivery.

As well as the increased volume of production, the nature of their industry means that RJDM needs to constantly build on its creative services and digital toolkit to stay ahead of the competition.

With animation services continuing to grow and relying even more so on cloud-based services, RJDM needed a connection that could support their future endeavours and growth effectively.

Solution

A new office move created the perfect opportunity for RJDM to improve their connectivity. Having looked into service providers and various networks in the area, RJDM found out about the Gigabit City movement in the Midlands.

RJDM chose dbfb because it was a local company to them, an important factor to the business - and the next generation full fibre infrastructure was exactly what they needed to solve their slow connectivity issue.

The result means the team can work faster and deliver at the speed they want to and their clients expect.

Benefits of full fibre

- ⌘ Lightning speeds up to 1Gbps.
- ⌘ Around 100 x faster than UK's average business.
- ⌘ Known to increase productivity by up 78%.
- ⌘ Provides greater overall competitiveness by 60%.



"We are a digital business operating at the leading edge of technology so it was a vital investment for us now and for our future connectivity needs."

Paul Thurland
Managing Director, RJDM