



# Working under pressure

With better bandwidth on their network, Ash Air would be able to breathe a little easier.

Oiling the wheels of New Zealand industry is the job of companies like Ash Air. Founded by CEO Eddie Simpson as a one-man band in 1979, Ash Air are now New Zealand's biggest supplier of compressed air, working with clients like Fisher & Paykel and New Zealand Steel, while out-performing the global names who compete in the same market. Eddie's focus on quality and service, not to mention a strategic acquisition policy, have seen Ash Air expand from their Auckland base to seven other locations around the country.

## Reducing pressure at the information bottleneck

The company's need to respond quickly to client requests while maintaining their excellent safety record requires instant access to a large amount of data. Any Ash Air employee out on a job needs the details of the client's equipment at their fingertips as well as all the relevant health and safety guidelines for the site.

- Client:** Ash Air
- Business:** Sales and service of compressed air equipment
- Opportunity:** Company-wide access to vital client information
- Solution:** A private IP network linking head office to branches around the country
- Outcome:** Instant access to the information needed for each job



“That information is kept by Ash Air in Auckland” explains Eddie. “With our existing system, the branches couldn’t access the information fast enough. We’d first started a network system about four years ago using a basic broadband service. The speed was OK, but the drop-offs were completely unacceptable. Frankly, it was a bit of a disaster.

“We needed a new network and new servers to go with it. And for security we also wanted to limit our exposure to the Internet.”

With a business based on selling and maintaining industrial equipment, Ash Air understands the value of technology as a tool. To create a system that would make centrally-held data instantly available to everyone around the country – from Invercargill to Whangarei – Eddie and his team looked to the assistance of a telecommunications partner. The main requirement was extra bandwidth to speed up the rate at which the central servers could respond to requests. Negotiations took place with several suppliers, but the company that could deliver the right solution at the right price was TelstraClear.

### **A fast, reliable network for a fast, reliable company**

A private IP network was the answer. A 2Mbps line into Auckland was matched with 256kbps frame relays into each of the branches. The final link in the chain is the installation of the line into Ash Air’s new branch in Whangarei.

“It’s important to get the process right,” Eddie reveals. “The new system gives us the security we need as well the bandwidth. By keeping the system separate from the Internet, we know data won’t be lost or corrupted. The private network is much more reliable.

“When you’re on top in this business you need to keep looking for smart ways to stay there. We do that through service. Good equipment is essential, but service is the differentiator. All we do is try to bring good solutions to our customers.”



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