



IDS makes communicating simple...



**Customer:**  
**Bretton Hall Properties**

**Website:**  
www.brettonhallproperties.co.uk

**Customer size:**  
9 units/SMEs (approximately 70 users)

**Country or region:**  
Broughton, Flintshire

**Industry:**  
Property

**Customer profile:**  
Bretton Hall Properties near Broughton comprise of a series of brick-built agricultural buildings aesthetically converted into modern, individual office units. The development is in a rural location but just minutes from the A55, Chester, and the motorway network.

**Customer comment:**  
*"We know how vital high-speed Internet is for businesses and that is why we invested in FibreSpeed. We've already secured leases for two new tenants as a result, and as we can easily expand the bandwidth we are better placed to retain growing tenants and stay one step ahead of our competitors."*

**Peter Chadwick**, Landlord,  
Bretton Hall Properties

*"Not many IT resellers can use the cloud to provide an effective 'virtual IT department' for companies. Thanks to IDS and the foresight of Bretton Hall's landlord, we can. And we have the Internet capacity we need to grow further."*

**Andrew Plews**, Managing Director,  
Navigate IT (Tenant)

## IDS Case Study Bretton Hall Properties

**The landlord of a rural business park chose IDS to install and maintain a reliable, high-speed Internet connection to give its tenants improved service and afford the park a competitive edge over rivals.**

### The Challenge

Despite being less than a mile from Airbus, one of the biggest employers in Wales, Bretton Hall Properties are poorly served by ADSL broadband. Generally, the area is limited to 2.5Mbps download and Bretton is no exception. Understanding that Internet provision is a key consideration for businesses when looking for premises, Bretton previously installed a bonded ADSL solution. Yet this technology has its limitations. How could Bretton Hall Properties provide a superior, future-proof Internet solution and stay ahead of its commercial property competitors?

### The Solution

With good line-of-sight between Bretton Hall and the FibreSpeed's Point of Presence (PoP) on the Hawarden Business Park, Service Provider IDS was able to extend the reach of the FibreSpeed network by using a point-to-point licensed microwave link. The microwave dish sits unobtrusively on a building wall, much like a typical satellite TV dish. IDS also designed the Internet distribution across the business park, delivering 30Mbps of un-contended bandwidth. This can be quickly and easily increased in future to up to 400Mbps, so Bretton Hall can remain at the forefront of Internet access for any business park in the area.

### Benefits

Thanks to IDS, Bretton Hall's rural location now belies the fact that tenants benefit from cutting edge Internet access. They can select an Internet service tailored to their needs and budget. Potential cost savings are achievable through additional services that a high quality Internet connection can provide, such as IP telephony, managed firewall with secure remote access, and content filtering. With FibreSpeed's built-in resilience, reliability is assured. And unlike an ADSL connection, FibreSpeed bandwidth can be easily increased as and when tenants require it. Promoting these benefits to tenants has given Bretton Hall the edge over other business parks, and helped Peter Chadwick maintain high occupancy levels. IDS is one of the leading service providers appointed to access and provide services and solutions on the FibreSpeed optical fibre network. Thanks to IDS, many North Wales businesses are already harnessing the power of this technology and gaining a crucial competitive edge.

To discover how IDS can transform your business, visit **www.idsi.co.uk** or call **0870 844 8811**.

