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## CASE STUDY

# Providing Modern Co-Working Spaces with Scalable, Resilient Connectivity

### Executive summary

ITS Technology Group and leading Managed Service specialist AMVIA, embarked on a transformative project, providing Cubo Work, a leading provider of co-working spaces, with resilient full fibre connectivity to meet the dynamic needs of flexible workers.

ITS and AMVIA recognised the necessity of delivering a solution that could meet Cubo Work's corporate customer demands for 24/7 access, accommodate large networking events, and support a wide range of on-site services.

**These services ranged from hot-desking with varying occupancy levels to entire floors taken by FTSE 100 clients as their main corporate office space.**

**With a flexible, consultative approach, AMVIA worked closely with a strategic connectivity provider to implement a robust, resilient connection without a disruptive installation process.**



## The Challenge

When Cubo Work approached AMVIA, it became clear that their connectivity set up lacked the necessary adjustments to ensure their continuity. Cubo's previous connection lacked true resilience and was not set up as RO2 (Resilience Option 2). This opens the co-working specialists to a considerable amount of risk, such as outages.

Studies demonstrate up to 44% of current workers in the UK are at least partially or fully remote, with some relying on co-working space as an alternative workspace. Therefore, internet downtime across Cubo's sites could result in lost productivity time and profit loss for potentially hundreds of businesses.



Cubo Work serves high-profile clients like Nationwide and Goldman Sachs – meaning downtime, with considerable reputational risk is “simply not an option.”

Cubo Work approached AMVIA for a better solution, with AMVIA collaborating with ITS to establish a service that guaranteed both availability and service round-the-clock.



## Overcoming Joint Challenges with a Flexible Solution

Using a consultative approach and taking into consideration the need for a more resilient and robust solution, ITS and AMVIA worked together to install 1Gbps FibreBright services across 10+ sites. ITS' FibreBright service provides Cubo Work with the ability to scale their connectivity all the way to 10Gbps, as their tenant accommodation capability expands.

The symmetrical upload and download features streamlined tenant experience, providing an in-office, fast experience with large file transfer – perfect for tenants working remotely with cloud applications.



However, the standout points that drove the success of the project was the fully managed service, targeting 100% availability, 24/7/365. Additionally, the six-hour support SLA, UK-based specialist support provides the level of continuity assurance that Cubo Work needed to accommodate such high-profile tenants.

Both AMVIA and ITS' deep understanding and expertise of connectivity for Multi-Business-Units meant that they could propose an alternative solution that met Cubo Work's high-standards, while being perfectly aligned with their need for flexibility, cost-effectiveness, and reliability.



## The Result of a Standout Collaboration

As a Strategic Partner of ITS Technology Group, AMVIA has direct access to board-level escalations, which when needed, allows for prompt response and action in resolving issues with high-level input.

As with all full fibre network deliveries, AMVIA faced challenges related to complex Wayleave agreements and rising costs. However, through their Strategic Partnership status with ITS, AMVIA was able to address these challenges as they presented themselves and changed the course of the deployments to the benefit of their client Cubo Work.



## Setting a New Standard for the Industry

This project underscores the increasing necessity for highly resilient Internet networks. As we move to a cloud-first world, it's integral to note that the basic functions of cloud-based services cease to work when connectivity fails. For a premium co-working space operator like Cubo Work, resilience is paramount, setting a new standard for continuity requirements in co-working and hybrid business spaces.

AMVIA highlights that many other co-working space providers may still be operating on single services, or even worse, non-resilient dual services which put them at risk of outages.

“When a partner sees your clients as their own, the shared values of transparency and a laser focus on delivering for our customer mean we don’t fail them, it’s that simple. You can feel the effort that ITS put in to make sure they are different to the competition and this is why AMVIA can deliver these services to high-profile customers like Cubo Work. While other managed service providers can sell leased lines, not all understand resilience and how to deliver it the way AMVIA does.” -

**Radaam Thirlway, Managing Director at AMVIA.**

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