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CASE STUDY

## RHM Telecom

Rolling out a blockbuster connectivity solution to bring modern cinema into a faster future

### Executive Summary

As one of the most bandwidth-hungry and fast evolving industries, digital media relies on high-speed connectivity to bring visual and audio content to viewers, but for film production and distribution providers, the importance of connectivity runs deeper than simply bringing films to screen.

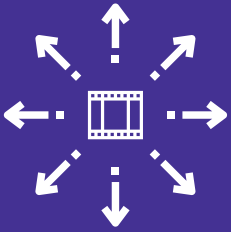
RHM Telecom and ITS understood the criticality of robust services to manage the transfer of large, high-quality video files, as well as to facilitate complex editing and formatting processes. With the help of ITS' range of wholesale connectivity products, RHM set out to help the customer move away from legacy ADSL connections, delivering a maximum of 17Mbps and often averaging only 10Mbps - removing the inefficiencies surrounding film distribution. Traditional distribution methods have involved physical journeys with hard drives. With full fibre, the road to the screen is faster and more cost efficient.

This case study explores how RHM Telecom, an SME telecom reseller, identified these challenges and partnered with ITS to leverage its nationwide footprint, and its FibreLight and FibreBright services to bring hundreds of cinema sites into the future of connectivity.

## Distribution challenges

The partnership between RHM Telecom and ITS came to light following an eye-opening engagement with a Film Production and Distribution Agency that was struggling with inadequate connectivity across numerous cinema sites – many of which were still dependent on outdated ADSL services.

The existing infrastructure was unable to keep pace with the demand of high-definition film files, taking too long to transfer, render and display to customers. Not only was this a considerable bottleneck, but the outdated infrastructure made it difficult to keep pace with other competitors in such a fast-evolving industry.



Recognising the urgency, RHM engaged with ITS, knowing they required a provider with expansive coverage to reach across a portfolio of nearly **600 sites**, as well as a **100% full fibre network** to fill the gaps where the incumbent was providing insufficient service.

## The approach

The standout feature of this project was the collaborative approach from both RHM and ITS. Following a comprehensive assessment of ITS' availability against the targeted sites, RHM recognised that ITS' rapidly expanding footprint offered more extensive coverage than other alternative providers, which enabled them to bulk plan for multiple installations.

Given the complexity of connecting multiple cinema sites, some in multi-tenanted retail spaces, ITS and RHM collaborated on a meticulous planning process, beginning with a desktop survey to establish the complex wayleave requirements.

The collaboration allowed for a flexible approach where, based on the survey results, ITS could recommend higher bandwidth products, with premium features.

This commercial flexibility was key in negating the impact of Excess Construction Costs (ECCs) and ensuring that even sites that were initially deemed unsuitable for lower bandwidth products could still be connected.

## Wayleave challenges

Gaining access to complex retail sites was a considerable risk for this project, but ITS used its expert knowledge of the wayleave process to avoid costly and time-consuming liaison.

Because of ITS' nationwide reach, RHM and ITS were able to build a solution which met the end customer's requirements, both technically and commercially.

**This not only expedited the connection process for RHM, but also opened up additional opportunities for other users within the same complexes to benefit from the enhanced connectivity.**



## Setting a standard for consultative partnerships

For RHM Telecom, the partnership with ITS was equally beneficial. As a small-to-medium enterprise reseller, RHM required a supplier that matches its need for agility and commercial flexibility.

ITS's approach, characterised by its consultative, "human-centric" style, stood in stark contrast to the more rigid, black-and-white methods of larger carriers. The ability to offer a commercially flexible solution allowed RHM to better serve its customers, enhancing its reputation and expanding its market reach.

**The collaboration between ITS and RHM Telecom exemplifies how strategic partnerships can overcome significant industry challenges, moving from slow, costly distribution methods via physical hard drives, to ultrafast cloud-based transfer fit for the future. ITS and RHM not only improved the end-user experience with boosted speed to market but the project underscores the importance of flexibility, collaboration, and innovation in meeting the evolving needs of digital media businesses today.**

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“Good products at competitive prices and commercial flexibility  
around excess construction charges.

All under pinned by good account management.”

Nick Thomas, RHM Telecom

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