

SwitchIP's InPurple Provides a Firm Foundation for Knight Frank

IP-based networking increases bandwidth and operating efficiency for esteemed property consultant

London UK, 22nd February 2005 – SwitchIP, the first company in the world to deliver proven Quality of Service standards for voice, data and video conferencing over broadband, has announced that its InPurple solution is now providing each of Knight Frank's 40 UK offices with a reliable high-speed 2Mb data link and an eight-fold increase in downstream bandwidth. This has increased the responsiveness of Knight Frank's applications and ensured clients continue to experience a fast and efficient service from its property consultants.

Owen Williams, Head of IT at Knight Frank explains: "In common with most companies over the last couple of years, Knight Frank has experienced a rise in data volumes across its network – spurred on by an increasing reliance on bandwidth-hungry software. In our case, this software provided our employees with critical real-time data on residential markets, valuations and real estate management during client consultations. Unfortunately, it pushed our existing network to full capacity – however, by replacing it with InPurple, we have more than redressed the balance and are seeing a significant improvement in performance and productivity across the company."

InPurple has also allowed Knight Frank to improve its data storage policies and has played an integral part in supporting the company's business continuity and disaster recovery strategy. This is because the increased network bandwidth delivered by InPurple – ensures information from each office is backed up to the company's data centres, and is recoverable, at a much faster rate.

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InPurple was also selected because of its unparalleled centralised manageability and security features – particularly as it requires only a single firewall to protect the entire wide area network and a sole PC to administer it. It has, therefore, reduced the number of access points at which unauthorised access could, potentially, take place, and allows one person to control all security and general administration functions – streamlining all procedures and enabling them to be applied rigorously across the business.

Although not exploited currently by Knight Frank, the InPurple network also has the capacity to provide Voice over IP connections. Unlike many competing solutions, it uses a single broadband connection to deliver voice and data – as well as real-time video conferencing capabilities – so there would be no need for Knight Frank to invest in a separate network. This would minimise the impact, in terms of disruption to business and financial commitment, should the company decide to switch to a VoIP architecture.

Owen Williams concludes: “InPurple has helped us continue to meet our core business aim of providing outstanding real estate and business support services, as well as up-to-date national, regional and local intelligence on commercial and residential property markets. It has also ensured that our experienced and dedicated team of professionals are not let down in front of their clients because of slow functioning network connections – allowing them to provide a high quality experience to their clients and continuing Knight Frank’s reputation as worldwide property professionals.”

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About SwitchIP

SwitchIP, one of the UK’s most innovative IT networking and communications companies, was formed in January 2004. With its groundbreaking InPurple product portfolio – the first network solutions to deliver voice, data and real-time video conferencing over a single broadband connection – SwitchIP has distinguished itself from its competitors and won significant contracts in a highly competitive and volatile market sector. The company’s clients span the retail, manufacturing, leisure and voluntary sectors and include Knight Frank, Virgin Active, Diabetes UK and The Bollom Group. Through parent company, Switch Communications, SwitchIP enjoys close working relationships with Alcatel, Cisco and BT – and was appointed as a BT Wholesale partner in its own right in August 2004. For more information, please visit <http://www.switchip.net>

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