Fiber Accelerates Success for Innovative Test Solutions and its Customers' Goals

INNOVATIVE
TEST SOLUTIONS

Measures of Success:

- Bandwidth that lets clients see their products being tested in real time
- Self-serve client access to data that raises staff efficiency by 30%
- Ability to compensate for clients' low travel budgets using Internet-based conferencing
- Real-time data streaming to keep testing on track with clients' tight deadlines

Customer Profile:

Company: Innovative Test Solutions

Industry: Mechanical Engineering Laboratory

Services: Dedicated Internet Access (DIA), Business Internet, Business Class Phone Service

Makers of everything from dog chains to the turbine blades for aircraft engine (and land-based turbines) rely on the mechanical engineering test laboratory at Innovative Test Solutions (ITS) to complete R&D within tight "go to market" timelines. To meet those deadlines, ITS vice president Scott Briody relies on his strong team of engineers, his company's strong connection with customers *and* the reliability of his phones and Internet connection.

Back in 2004 when ITS was founded, generous travel budgets made it easier to collaborate. "Product engineers could fly in and work side by side with our testing engineers," Briody recalls. There was less chance that "what they were looking to do [got] lost in translation." ITS attempted to leverage Internet-based conferencing solutions

like Webex,® but by 2012 the company's DSL solution was no longer able to keep up with clients' growing demands for video conferencing and access to test data.

Customer satisfaction and staff efficiency both rise

In 2012, ITS replaced its DSL provider with Time Warner Cable Business Class (TWCBC), implementing 35 x 5 Mbps Business Internet and Business Class Phone service. The improvement in bandwidth and business functionality was so valuable that within a year ITS sought a further increase in connectivity and control and upgraded to fiber-based Dedicated Internet Access (DIA). Today, the ITS DIA solution is running at symmetrical 10 Mbps, streaming test data around the clock to customers throughout the world.

Scott Briody, Vice President, Innovative Test Solutions

"I don't have to worry any more about connectivity... It's taken a major burden off my back."

—Scott Briody

TIME WARNER CABLE
Business Class®

Briody says the fiber upgrade has made all the difference in meeting clients' growing demands: "Moving…to fiber with TWCBC has been instrumental in our ability to give our customers access to their test data on our system 24/7/365. It doesn't require us to be in the loop to provide them with that data." This "self-service" is vital since Briody estimates that staff used to spend about 30 percent of their time handling e-mail or calls from customers asking ITS to resend data or retrieve data from earlier tests.

"Now," Briody explains, "with our portal, [customers] have a secure login site… where data is kept pretty much indefinitely. They never have to ask us for it."

Real-time connectivity lets customers fully leverage ITS' experience

With the high level of video conferencing supported by the DIA circuit, Briody says ITS "can show data in real time…as if we were sitting at a conference table [with customers]. Through the IP-based cameras, we can even show them their task *while it's running*."

This connectivity also helps ITS bridge a growing experience gap for customers. "I've been in the testing business for over 20 years," Briody explains. "But my customer base is changing. Some of [their] engineering staff stay in [the R&D] role only three to four years before they move up into a different role. [Because of this,] they rely more on vendors' experience."

Using fiber's ability to support simultaneous real-time video and data connectivity, ITS test engineers are able to support customers' R&D personnel in communicating both data and status accurately back to their leadership teams.

Using technology to make high-level R&D… routine

Pairing fiber's high-speed, high-capacity bandwidth with its own advanced engineering technology gives the ITS test lab an edge in the increasingly competitive testing marketplace.

As an example: *in one process and on one single test machine*, ITS can run a complex multi-access test that normally would have to be done in several iterations. Briody notes that "the process is so intricate that [our] engineer monitors the test… through our Internet connection where he can see the data as its being processed at the machine. Then he can work with the customer's product engineer over the phone in real time to make changes. That particular task… is pretty routine for ITS, yet it's a test that not many of my competitors can provide due to the level of technology required."

Briody is now exploring a cloud solution from NaviSite, a Time Warner Cable company, to strengthen redundancy and free his team to focus on innovation rather than on patches or upgrades. "What we're shooting for," he adds, "is to build the best team possible, and [that includes] Time Warner Cable Business Class."
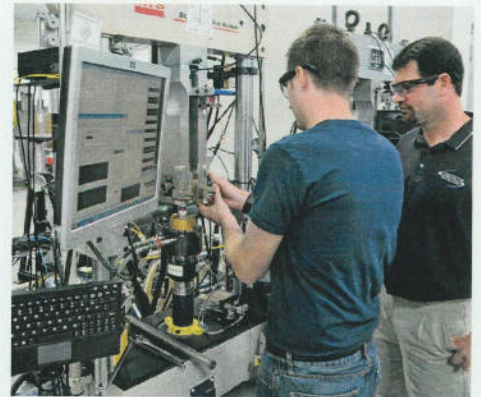
TWCBC's 24/7/365 fiber connectivity allows ITS clients to access their test data remotely and securely.

> *"We needed to step up to… meet the expectations of our clients. With a simple phone call and meeting with the Time Warner Cable Business Class team, we were able to make that change. It's been a seamless process ever since. We're very happy with that."*
>
> **—Scott Briody**

About Time Warner Cable Business Services

Time Warner Cable Business Services, a division of Time Warner Cable, offers a full complement of business communications tools to small, medium and enterprise-sized companies under its Time Warner Cable Business Class brand. Its Internet, voice, television, network and cloud services are enhanced by award-winning customer service and local support teams. Through its NaviSite subsidiary, Time Warner Cable Business Services also offers scalable managed services, including application services, enterprise hosting, and managed cloud services primarily in the U.S. and U.K. Time Warner Cable Business Services, founded in 1998, serves approximately 625,000 business customers throughout Time Warner Cable's service areas. For more information, visit http://business.twc.com.