

Case Study

Customer

Internet service provider

Industry

Telecommunications

Size

Small to medium enterprise (SME)

Country

Botswana

Products and Services

Enhance the network reliability and scalability for the organisation with an internet protocol transit and national leased line solution.

“ The telecommunications organisation was facing challenges when their local wholesale service provider experienced frequent and prolonged bouts of downtime. This was affecting their business and connectivity reliability significantly so they needed a trusted, stable solution to maintain business continuity. ”



Situation

The dynamic telecommunications company made a strategic decision to collaborate with Liquid to enhance and improve their network reliability and scalability. The unreliable service provision of their existing provider was causing significant issues for their business, affecting their reputation and service. The company wanted to partner with Liquid in creating a solution that would allow for smooth and uninterrupted connectivity service provision to its growing customer base.



Solution

Liquid designed and implemented an internet protocol transit and national lease line solution for the company, comprehensively reimagining its connectivity infrastructure and reliability profile. The solution started with an initial 50Mbps DIA in 2022 which was then further upgraded to 200 Mbps.

After only a month of working with Liquid's service, the company requested a connection to one of their customers for a 500 Mbps DIA and this marked the beginning of long-term relationship based on trust and exceptional service delivery.

In the same year, the company requested internet protocol transit and a network-to-network solution which provided a stable foundation and also integrated seamlessly with their existing network components.

Case Study

Customer

Internet service provider

Industry

Telecommunications

Size

Small to medium enterprise (SME)

Country

Botswana

Products and Services

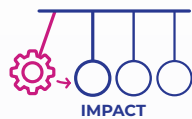
Enhance the network reliability and scalability for the organisation with an internet protocol transit and national leased line solution.

“ The telecommunications organisation was facing challenges when their local wholesale service provider experienced frequent and prolonged bouts of downtime. This was affecting their business and connectivity reliability significantly so they needed a trusted, stable solution to maintain business continuity. ”



SOLUTION

After evaluating the network performance and optimising configurations to achieve maximum efficiency, the company has continued to engage with Liquid, requesting upgrades and new services over time.



IMPACT

The network reliability and scalability of the Liquid service offering prompted the implementation of a national leased line bandwidth of up to 700 Mbps for the company's high-end clientele.

Impact

As the company's connectivity reliability increased so did the demand for its services. The partnership with Liquid has been so beneficial, they have increased their bandwidth and capabilities so they can cater to a diverse range of customers, from residential to universities to high-end hotels and corporate organisations.

The national leased line allowed the company to strategically expand its network reach and target previously underserved areas that are now benefitting from reliable connectivity.

The company has increased its foothold, customer base, and has a customer retention rate of 98%, standing as a beacon of success for Botswana. It has seen a 55% revenue increase since 2022 and exceeded the expectations and requirements of its customers.