

# THE BEAUTY OF TECHNOLOGY IS SEEN IN ITS ABILITY TO GRANT GREATER CONNECTIVITY THAN EVER BEFORE.

Many businesses desire to utilise the latest tech to expand their international remit and compete for new audiences or customers – but achieving growth on a global scale comes with its own unique challenges.

Renowned for their dominant fibre connectivity services covering live events (mostly sports related), a leading Australian telecommunications company (that had recently expanded its presence in the Middle East and America), were turning their attention to Europe.

However, a lack of local EU broadcast operations facilities along with differences in time zones, meant that potential customers were nervous to engage. This resulted in contracts being missed and secured by regional competitors.

The company then acquired a media brand with significant clients in the Nordics, making the need to build regional facilities ever more pressing.

We partnered with them to scope, design and cost a London build, submitting a recommendations report... which led to the build's approval and sign off. But then,

A global pandemic happened. Australia, along with much of the world, went into lockdown – putting the brakes on this project entirely.

The client was left at a loss, unable to fly resources over from Australia. The answer came from Caspian One. As UK partners, we were in a position to continue with the build locally, with telco resources obtaining key worker status in the UK.

COVID continued to create challenges. Cisco was struggling to produce enough silicon chips for their router products, which had the potential to derail critical timelines. By acting quickly, we were able to make calculated alterations to adapt and reallocate resources to maintain progress, avoiding disaster.

Presence in European region has seen our client win multiple contract bids, now empowered to deliver on their global expansion plans.

In the process, by not using a 3rd party systems integrator they also saved an estimated £1 million in project delivery costs.