

How Radiant gave NOW Magazine the connectivity of the future



NOW Magazine is Toronto's alternative news and entertainment source. The magazine covers restaurants, movies, art... everything that's current in Canada's media and cultural centre.

THE BACKGROUND

NOW Magazine is all about the cutting edge of life in Toronto. For almost 30 years it's been the city's alternative news and entertainment source. The magazine covers restaurants, movies, art... everything that's current in Canada's media and cultural centre. It has a weekly circulation of 110,000, about 400,000 readers, and is available free of charge. It also has a popular website that is updated daily. NOW tells Torontonians what's happening in their city and where. The magazine has 100 employees working on both its print and online versions. Its office is on Church Street in one of the oldest parts of Toronto, in a building that dates back to the 1840s.

NOW's problem was that, in a fast-paced online world, the magazine's connectivity structure was ancient. Their content and move to an online version had kept up with the growth of the Web but their internal IT hadn't. The entire office was still sharing a cable modem with 7 Mbps download and 1 Mbps upload speed, which was unable to meet the needs of the busy company.

More and more, media and publishing are merging with the online world, and that's what was happening at NOW. Online and print needed to work more closely. As Rudy Garcia, NOW's Publishing Technology Specialist explains, "We were experiencing bottlenecks all the time. Even when the office wasn't particularly busy, we were waiting around for things to move. I knew we had to address it. It was our biggest problem."

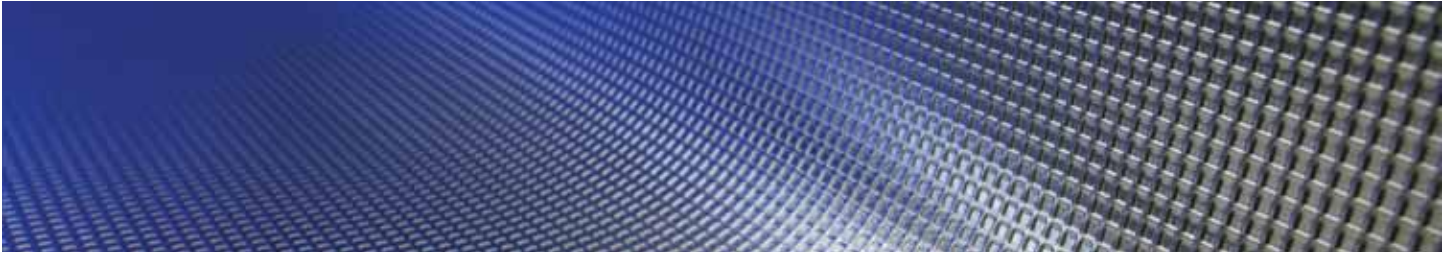
LOOKING FOR ANSWERS IN ALL THE RIGHT PLACES

In the spring of this year, Garcia started on a search for the right technology provider for their needs. He started Googling to learn about the various options and solutions available in the market. He quickly decided that what NOW needed was symmetrical

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10x10 connectivity, as large files were constantly moving in both directions. He'd never heard of Radiant at this point, and had assumed that he'd need to go through one of the big telcos. But during his search, Radiant's name came up and it seemed like they would be worthwhile to talk to. While he originally asked for





quotes on installing fibre optic lines, Radiant told him about their new SureLink™ Business Ethernet, as they are located in an area where Radiant could install it.

“Fibre pricing from the big telcos just wasn’t competitive for us,” says Garcia.

“We’re a relatively small business with one location, and the costs of getting

a fibre optic line surprised me.” However, Radiant’s SureLink quickly became the solution he’d been looking

for. While SureLink offers fibre-like speeds and reliability,

it did so at a much lower price. “Pricing sold it for us,” says Garcia, and they gave Radiant the go to ahead to install SureLink.

It took about three weeks to set up and install the SureLink connection to NOW’s offices. Garcia says, “It went really smoothly. They were very responsive and explained the process thoroughly. It really was fairly easy.”

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IT JUST WORKS.

NOW Magazine has been connected by SureLink since June 2010. Garcia reports that all the data transfer bottlenecks are gone. He has had his SureLink service

As for SureLink’s reliability, Garcia hasn’t had to contact tech support once. “I don’t think I’ve spoken to them since the switchover. There’s been no need to.”

metered independently, and its audited speed matches its advertised speed. “To tell you the truth, we weren’t expecting anything less,” he says. As for SureLink’s reliability, Garcia hasn’t had to contact tech

support once. “I don’t think I’ve spoken to them since the switchover. There’s been no need to.”

About Radiant:

Radiant is Canada’s leading independent business Internet provider. Established in 1995, Radiant delivers Business Internet, Cloud Computing and Hosted Exchange solutions to over 4,000 businesses across Canada. More than 10,000 stores in Canada’s largest retail chains depend on Radiant’s Business Internet and MPLS Private Networks. Mid-size companies across all industries profit from the unparalleled speed, reliability, and value of our Cloud Computing, Hosted Exchange, and SureLink Business Ethernet solutions.

To learn more about how Radiant can help your business become Totally Connected, please visit our website:

www.radiant.net