

# APC Delivers Vital Connectivity to Poundland with Help of Cambium's PTP 800



"It's rare our solutions are used as a backup to fibre installations but in this case it delivered the ultimate in security for a company which could not afford a moment's downtime. The high-speed link travelled an alternative path to the fibre link ensuring no outside factors could contribute to the company being unable to secure a connection. We're delighted with the overall result and hope to work with Poundland on future projects," David Bell, APC Solutions Group Sales Director.

## SITUATION

Poundland needed to ensure it had a 100% reliable link between its distribution centre and a data centre. The company could not afford a moment's downtime, as the link is vital for communication between the stores, ensuring they receive the correct amount of stock and allowing new stock to be ordered according to customer demand. The link would also be used to transfer day-to-day data and manage the company's internal Internet infrastructure.

## SOLUTION

APC designed a solution that utilised the Cambium PTP 800 licensed radio equipment. APC planned and applied for the relevant Ofcom approvals and designed the solution to meet the client's exact requirements. There was already an incumbent lease line installed to the distribution centre; however Poundland needed the backup and resilience of an alternative carrier's solution, using alternative methods of delivery. The wireless solution ensured zero downtime and reduced outages should the existing lease line ever fail. APC installed a

Cambium PTP 800 licensed radio link which delivered in excess of 100Mbps. The link guaranteed Poundland almost 100% reliability and confidence that it would always receive connectivity to its 400 plus stores. The link also enables software to be upgraded at any time by using a simple licence key upgrade to achieve up to 768Mbps full duplex. The key can be added within minutes, allowing scalable growth. Going forward, if Poundland needs additional security the PTP 800 has the ability to upgrade to FIPS 140-2 which is an industry first for microwave security.

## RESULT

APC installed the complete solution in just one day delivering a near perfect connection, offering 99.999% availability for the customer. APC provided a full turnkey solution, from the design and planning to surveying, deployment and a service level agreement. Poundland knew it was in safe hands with the PTP 800, together with its track record of reliability and upgrade potential.

## CUSTOMER PROFILE

Poundland was established in April 1990 with funds provided by the multi-million pound sale of an international wholesaling business. It now has over 400 stores nationwide covering most of the nation's high streets featuring selections of the nation's best loved brands at just £1 each.