



SOS Print & Media Case Study

Company History

SOS was established in 1976 by the same three owners running the business today. The SOS Print & Media Group has continued to succeed and expand operations throughout the years. The ability to provide a wide range of products and services to their customers has ensured continued company growth. Currently operating 3 sites within Alexandria, NSW, the SOS Print & Media Group now employ approximately 175 workers.



SOS Print & Media Head Office in Alexandria, NSW

Objective

SOS required a high speed communication link between their Head Office and their Warehousing Facility, to enable them to share IT resources, back-ups and Disaster Recovery. After researching and assessing a variety of options including fibre connections, SOS approached Wave1. Although the fibre options were exceptionally quick, they were also extremely costly. Wave1 was given the opportunity to devise an appropriate wireless microwave solution to meet all of their requirements.

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Requirements Wave1 had to take into consideration when preparing a solution:

- ◆ 1Gig connection
- ◆ Cost effective
- ◆ Licensed frequency
- ◆ Ongoing technical support

Solution

With the required link distance at around 1km, it was important that Wave1 conducted all the necessary tests to ensure an un-interrupted connection. As microwave links rely heavily on clear Line of Sight (LOS), it was essential for Wave1 to confirm this could be achieved. Wave1's LOS Survey was conducted using weather balloons. This is a reasonably common method performed by filling the weather balloon with helium, attaching a rope and slowly releasing it into the air until the person at the other site can see it. Of course, for an accurate reading, the weather conditions must be fairly still. Wave1's LOS Survey confirmed that due to trees and other obstacles being in the microwave path, a clear LOS would only be obtained by installing a 15m climbable mast on top of the SOS Head Office building. As with most constructions, approval from local authorities needed to be obtained before any work could proceed. Wave1 applied to South Sydney Council for their permission to erect the mast and received no objections. Due to the site being in close proximity to the Sydney Airport and falling in the flight path, Wave1 felt it was necessary to confirm there were no objections with the mast plans. Approval was granted and planning continued.



15m mast on top of the SOS Print & Media Head Office



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As a 15m mast was required for clear LOS, a 1Gig microwave link was no longer feasible, the Wave1 EB70, 1Gig Microwave requires a solid base and can not be mounted on a mast. Wave1's MV400 Licensed Microwave Link was recommended to SOS as an alternative. Despite not being as fast as the EB70, it was still capable of delivering more than enough bandwidth to support their remote office. This solution was accepted by SOS and in early 2009, Wave1 installed the 15m mast along with the MV400 (400Mbps Full Duplex Licensed Microwave).

The ongoing technical support from Wave1 provides 24Hr monitoring of the link and ensures minimal disruptions to their business should they have any complications, thus allowing the SOS IT staff to have peace of mind.

Since the link was installed, it has exceeded SOS's performance expectations for a highly reliable and high speed connection.



Wave1's MV400 Licensed Microwave on the SOS Print & Media Warehousing Facility

For further information on this project, please contact:

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