



# Bird & Bird pioneers Ethernet Private Network

**Customer**

Bird &amp; Bird

**Sector**

Legal

**Business**

Full service international law firm

**Challenge**

Offering employees highly reliable access to its centralised document management system

**Services used**

- Colt Ethernet Private Network (E-PN)
- Colt Managed Services

**When Bird & Bird, a rapidly growing international law firm, decided to centralise its IT systems, it needed a low latency hosting and network infrastructure to support them. Colt's combined data centre and Ethernet solution has delivered minimal latency and maximum flexibility for Bird & Bird.**

Bird & Bird is a rapidly growing international law firm that prides itself on having an in-depth understanding of the key industry sectors in which its clients operate. It has trebled in size since 2000 adding new offices across Europe and Asia. Today, Bird & Bird has 21 offices in 15 countries, employing around 1,300 people.

To meet this rapid growth, Bird & Bird's IT Services team needs to be able to move very quickly to integrate either new offices or merged offices to the centralised infrastructure to provide staff fast access to all the systems and communication tools they need to work effectively.

**Business challenge**

One of the top IT priorities for any law firm is providing its legal teams with an efficient document management system. Bird & Bird decided to centralise its document management to a single store

rather than each office using its own separate systems. The move would make it easier to connect new users to the system, as the firm expanded, and make more efficient use of the firm's IT infrastructure.

Whilst centralising document management, Bird & Bird needed to guarantee that its users would have instant access to their files at all times. As its primary network and data centre provider, Colt proposed a new, ultra low latency solution to meet Bird & Bird's requirements.

**The solution**

Colt designed a completely new Ethernet based solution for Bird & Bird that has since been developed into a standard Colt product, Ethernet Private Network (E-PN). E-PN is ideally suited for firms such as Bird & Bird who need the flexibility to expand the network and upgrade bandwidth rapidly, as well as the low latency that only Ethernet can deliver.





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Tim Collinson  
Network Manager, Bird & Bird

By hosting the document management system in one of Colt's London data centres and then using E-PN to provide high speed access from all offices, Colt was able to guarantee the performance that Bird & Bird needed.

E-PN is a very cost-effective 'any to any' network solution that allows the firm to run all their sites as though they were a single, unified entity. Bandwidth can be bought in small increments and the technology is simple to use as Ethernet networking skills are already widespread within IT departments.

As the early adopter of 'any-to any Ethernet', Bird & Bird has helped to refine the solution with Colt. According to Colt's account manager, "Working with Bird & Bird has been invaluable in helping us refine our solution into something that meets the needs of the legal sector very effectively."

## Benefits

Bird & Bird has found that Colt's combined E-PN and data centre solution has solved its latency issue completely and given the firm the flexibility to add new bandwidth and new offices easily as it grows.

"With the E-PN network in place, our latency issues were resolved and we were able to realise the full benefit of our document management system," said Tim Collinson, Network Manager at Bird & Bird.

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## Partnership relationship

Bird & Bird also values the strong and stable working relationship it has built up with Colt. "We moved to Colt originally because it was a financially stable provider at a time when many of its competitors were in risky positions," said Karen Jacks, Head of IT at Bird & Bird. "We have since found that our account team has been very stable and committed to us - this can be difficult to find

in a provider," she added. "Colt's network reach and data centres are an excellent fit for our business as both organisations operate in the major economic centres. But it's effectively people who deliver the solutions we need - we have built a very strong partnership relationship with Colt."

Looking to the future, Bird & Bird has set its sights on further expansion in the Far East. "We have found the right infrastructure solution to support our centralised IT strategy and we will be extending it around the world as the business grows," concluded Jacks.

## Next step

To arrange a consultation or to discuss how Colt can help you. Visit: [www.colt.net](http://www.colt.net)

