

About HCF EYECARE

HCF EYECARE is one of Australia's most well known providers of sunglasses, optical lenses, frames and contact lenses, with seven retail outlets throughout Sydney.

> www.hcfeye.com.au



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Jeffrey Cambridge,
Chief Executive Officer
HCF EYECARE

Business challenge

HCF EYECARE stores previously connected to head office via a network of expensive and cumbersome ISDN connections which had limited data capacity. As the company experienced rapid growth, their ability to contain communications costs, scale their network and prepare for technologies like Voice over Internet Protocol (VoIP), became increasingly important.

The solution

The Specialist, a Pacific Internet Channel Partner, was engaged to securely link all sites on high speed connections. A number of different connectivity options were explored but the most cost effective and scalable solution proved to be a Virtual Private Network (VPN) over Pacific Internet's business grade broadband DSL.

The Specialist is also a Cisco VPN and Security Partner, and for increased reliability and security, the solution for HCF EYECARE uses Cisco Systems' industry leading VPN products.

The technology used offers high security assurances. As a provider in the health care industry, protecting privacy was of paramount importance to Jeffery Cambridge, HCF EYECARE's Managing Director. He also emphasised the importance of the flawless migration to the new network due to the retail nature of his company.

Clive Flax, The Specialist's Managing Director, says: "Pacific Internet's broadband DSL works so well for small to medium sized multi site businesses because throughput can be easily upgraded ensuring customers only pay for what's currently required. If the company grows, new sites and more capacity can be seamlessly added."

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Managing Director
The Specialist

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Clive Flax, Managing Director, The Specializt



Jeffery Cambridge says: “From start to finish, The Specializt’s professionalism and client service was outstanding. Every small detail was carefully taken care of and regular communication meant there weren’t any surprises that could have impacted our day-to-day operations.”

The results

HCF EYECARE now efficiently uses its VPN for email, to share client data and for product ordering, pricing and availability. Its seven sites are now securely linked by Pacific Internet and can access head office at high speeds.

The network also provides the company with the ability to upgrade bandwidth at any time and the infrastructure in place is scalable for technologies such as VoIP.

Flax says: “Pacific Internet offers Traffic Prioritisation which is also known as Quality of Service (QoS) in the industry. Basically, it means they can manage the flow of traffic for applications that are critical or latency sensitive, such as voice.

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This new Pacific Internet broadband connectivity and The Specializt VPN solution has had a positive impact on HCF EYECARE’s bottom line.

“We’ve already seen initial cost savings by implementing The Specializt’s network solution with Pacific Internet’s broadband DSL but when we also roll out VoIP, we’re expecting a 50 per cent saving in total on our ongoing data and telecommunications costs,” says Cambridge.

“Thankfully, The Specializt’s high levels of customer service and solid engineering made the whole implementation process pain free and employees are thrilled with the functionality of the new network. We’re also confident knowing that we’re positioned for future expansion, new applications or upgrades. The Specializt is a pleasure to work with and our Pacific Internet broadband connectivity has been fantastic,” says Cambridge.

> Your Pacific Internet contact is:

> Contact Pacific Internet

Sign up today! Pacific Internet’s expert sales team will help you choose the best plan for your needs.

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