

advance7 bulletin 27

ADVANCE KNOWLEDGE

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THE IMPORTANCE OF QoS SERVICE ASSURANCE

Adopting a rigorous QoS assurance strategy

Overview: For organisations contemplating the deployment of new services such as IP telephony, a converged service assurance strategy is paramount. As the business transitions services from legacy to next-generation, the user expects that the quality will not only meet, but exceed that of the incumbent solution. The service transition is complex and often network infrastructure upgrades have to be tackled as an essential part of the project.

The promise of reduced operational costs and improved functionality will become insignificant in the light of quality of service issues.

The service transition prospect can be daunting. In this white paper we advocate the adoption of a rigorous QoS assurance strategy that covers all stages in the transition of services to a converged IP infrastructure.

[View the full White Paper now](#)

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WHO TO CALL IN AN EMERGENCY?

Why we could be sending you something for your wallet in the next few weeks.

What happens at home when you suddenly get a burst pipe? Are you one of those that always has the number of the plumber handy? Or do you find yourself frantically leafing through Yellow Pages, hoping that you'll find someone who's good, quick and isn't going to charge you the earth.

What about that performance IT problem that you've been struggling with for a while? It's important to diagnose and fix the problem permanently but progress has been slow. Where do you turn? Your IT suppliers may tell you that it's not their problem.

You need someone who has a way of getting to the root cause of the problem quickly and can guarantee to fix it. You've heard of people who do this kind of thing, but that was a while ago when things were going fine – and you've forgotten who they are.



REACT is a *Rapid Problem Resolution service from advance7* with a proven method, effectively solving

clients' IT problems since 1990. Since then we have found that the majority of our new business comes from **REACT**. That means that many of our customers come to advance7 through an IT emergency. But how do they know to call us?

We have found the main way is through word of mouth. "Call a friend. Help! What would you recommend?" Sometimes it's through search engines on the internet, or they remember our literature from a previous mailing.

But many often experience IT emergencies and don't know who to call.

So, we are currently planning to mail out credit card size reminders to slip into your wallet or attach to your notice board so that when you encounter that IT emergency you will know how to **REACT**.

[Click here for more information on our REACT service](#)

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FACES

Paul Offord: Paul is the founder of advance7 which he established in 1989. Paul's IT career spans 29 years, with a range of jobs including hardware and software engineer with IBM, pre-sales consultant with NAS (now Hitachi Data Systems) and European network manager for National Semiconductor.

"Running the Network at National Semiconductor taught me that you could only get so much support from your suppliers. If you had any grey areas you were pretty much on your own."

This problem inspired Paul to come up with a solution, and it was whilst sitting in a bath in the Dordogne that the idea of a dedicated problem resolution service was formed. This method-based approach took account of everything Paul had learned in his previous roles and since the flash of inspiration 17 years ago his experience on both the supplier and end-user sides of the industry has proved invaluable in the development of advance7. On 30th August 1990 **REACT** was borne in the offices of a city finance house when advance7 solved an AS/400 connectivity issue. "**REACT** is important to us in three respects; it's our flagship service, seventy five percent of our customers came via the **REACT** service and it set the precedent for us to deliver evidence-based consultancy" says Paul.

Paul's need for achievement is also reflected in his personal life. "My personal objectives for this year are to improve my French (c'est affreux), run at least six 10km races and increase my dead-lift from 112kg to 140kg. As for advance7, Paul says "I don't want to make any major changes, I just want us to do more of the same thing and be the very best we can at doing it."



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