

Case Study

Illsley Wilson Baylis Design

Leading UK design and marketing agency IWB has chosen Equinet's NetPilot Internet Server Appliance as an all-in-one-box solution for Internet access.

Since the installation, the 20 staff at IWB have been able to deliver client visuals immediately instead of wasting time waiting for the one workstation with e-mail access to become free.

This, says IWB, has resulted in better customer service and higher staff morale.

And installation was so simple that it was handled by someone with a background in graphic design who had no formal computer training.



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In a step that sets them apart from many peer design companies, Swindon-based Illsley Wilson Baylis (IWB) is benefiting from secure and controllable Internet access – and the result so far is better customer service and higher staff morale.

According to IT manager Chris Waddell, since the installation of Equinet's NetPilot Internet server appliance the 20 staff at IWB have been able to deliver client visuals immediately instead of wasting time waiting for the one workstation with e-mail access to become free.

"We used to have just a single workstation with a single modem connection and I think that's likely to be the case for a lot of design studios," says Chris. "The NetPilot has sped up our production process no end, as every user is able to send client visuals as PDF files from their own workstation.

"But there's not just an external benefit, there's also the internal one. This comes on top of a lot of other recent investment and it's the icing on the cake for our people. It's a tremendous empowerment tool which has really improved the quality of life in the work area."

And that empowerment is helping IWB better serve clients as diverse as the Tussauds Group, Bayer, Twinings, Vodafone and Daler-Rowney.

Mac Compatible

Although most NetPilot applications take place in a Windows environment, IWB – who purchased the NetPilot through Internet service provider Star Internet – needed Macintosh-compatibility and Chris Waddell found it simple to configure the system for Mac usage. "It bedded in very quickly and there have been no problems at all," he says.

"In fact, I think it's slightly easier to install on a Macintosh system than in a Windows environment. It was a doddle with the Mac."

Easy Installation

With a background in graphic design and no formal computer training, Chris rose to the challenge of installing the NetPilot himself, saying, "I don't think everybody could install it, but the fact I'm not a specialist is a good indicator of how easy it is." He now maintains the system with the help of IWB's web master David Tulloch.

All-in-one-box Solution

Based on the Linux operating system, NetPilot is a neat and easy way to bring the benefits of the Internet and email to small and medium-sized businesses, including Internet access to every LAN-based PC user. It not only makes the Internet and email cost-effective, accessible and controllable but also provides

state-of-the-art firewalling facilities to guarantee network security and web 'boundary caching' for fast response and best utilisation of the Internet connection.

In addition, NetPilot controls and monitors web browsing – just like a call logging system on a PBX – so that employees are encouraged to use the resource responsibly. Web, print and file serving is also included. For IWB, the ability to log usage and limit web browsing to senior staff are both key factors in NetPilot's favour.

Make Internet Access Simple

Bob Jones, chairman of Equinet, says, "IWB is a good example of how NetPilot can empower small businesses in the Internet age. Every company is hearing about the need to do e-business, but although many are on-line a lot of them make Internet access more complicated for themselves than it really needs to be. NetPilot is ideal for smaller companies as it's easy for them to understand and manage, and it supports all existing tools for Internet access with no need for additional equipment." ■

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