



## DSL - Fast Secure Internet Connection

### DATANET.CO.UK Case Study - 3C Communications

#### Background

3C Communications is a world-wide provider of fully integrated and outsourced credit card solutions. The company offers a comprehensive card transaction package for the hospitality industry, and provides all the back-up users expect from a pan-European operation. In the parking sector, 3C Communications is a pioneer in the field, with over a decade of transaction experience. The Credit and Debit Card clearing house (created specifically for the parking industry) supplies over 18 European countries with secure integrated payment solutions.

#### Customer issue

3C Communications needed a reliable connectivity solution with a high uptime for its car park ticket machines. It previously used ISDN lines but found them slow and not a viable option to authorise multiple transactions during busy periods. At times, transactions were taking almost 30 seconds to be processed. Customers at parking stations were becoming agitated with the long waiting times.

The company's aim was to provide smoother and faster payment transactions, as well as to cut overheads on ISDN bills and reduce credit card fraud. In order to do this, it needed a solution that would enable the company to authorise every individual transaction.

#### The solution

The company needed high speed ADSL (Asymmetric Digital Subscriber Line) lines installed to cut transaction times and improve the customer experience at its busiest sites. For the last year, 3C Communications has been using Datanet to provide ADSL lines at some of its key sites such as Heathrow Airport, Manchester Airport, The Oracle Shopping Centre in Reading and The Bullring Shopping Centre in Birmingham.

"We opted for Datanet's offering because it could provide us with a good turn-around time on installations along with competitive pricing and good Service Level Agreements. Since installing Datanet's ADSL lines, the transaction times have been substantially reduced down to just 4 seconds from 15 seconds at some of our key sites," commented 3C Communications' Technical Services Manager Paulo Dostal.

3C Communications has also seen several other benefits from the implementation. "With Datanet's solution underpinning our operations we have been able to offer a high end solution to our customers and cut our overheads on expensive ISDN bills. It's also given our services greater reliability and helped reduce credit card fraud at our sites as we are now able to authorise every transaction," said Paulo.

Datanet prides itself on its quality of service and strong customer focus. 3C Communications has been extremely pleased with the solution provided by Datanet, and with Datanet's technical support staff. "Datanet is always fast to respond to any queries we have in a friendly and professional manner. It takes care of all faults and communications with BT which otherwise we would have to do which allows us to more efficiently distribute our resources," said Paulo.