

CASE STUDY

The Internet Is Down

EXECUTIVE SUMMARY

When Computer Concepts USA, a prominent influencer in the MSP and IT services sector, faced a multi-day internet outage just hours before a critical Town Hall event, RYTHMz stepped in to provide a rapid, reliable 5G solution. This intervention not only ensured the event's success but also highlighted the vital role of robust, contingency connectivity in maintaining business continuity and client satisfaction.



THE CHALLENGE

Outage Threatens a Key Event

Lori Tisinai, of Computer Concepts USA, encountered a severe operational crisis: a prolonged internet outage caused by their primary ISP. Despite multiple attempts to bring a newly provided modem online, the ISP failed, leaving them without connectivity for four days and with no clear resolution timeline. Compounding the issue, Computer Concepts USA was scheduled to host a virtual Town Hall event the following day, featuring key speakers and sponsors from the ASCII Conference. This outage threatened to derail a crucial event and damage their reputation.

Dave Cava

We were on the basement level of the building, and the device worked great! You've got some new RYTHMz evangelists!



THE SOLUTION

At the ASCII Conference in Chicago, Lori shared her connectivity woes with a fellow attendee. Recognizing the urgency, RYTHMz offered a straightforward solution: immediate 5G connectivity for the Town Hall event and ongoing support until the ISP's service was restored. This agreement, based on a simple handshake, underscored RYTHMz's commitment to rapid, reliable solutions.



IMPLEMENTATION

Simple, Fast, and Effective

The solution was deployed swiftly and efficiently. A single BeeLink 5G device was set up with a dedicated SSID. The plug-and-play nature of the BeeLink device allowed for near-instant deployment, ensuring the Town Hall event proceeded without interruption. This demonstrated the ease and speed with which RYTHMz can provide reliable connectivity in critical situations.

THE OUTCOME

A Successful Event and Enhanced Business Continuity

The Town Hall event was a resounding success, thanks to the reliable 5G connectivity provided by RYTHMz. This successful deployment highlighted the efficacy of 5G as a robust contingency solution, particularly in the face of unexpected ISP outages. The experience reinforced the importance of preparedness and innovative solutions in the MSP and IT services landscape.

FUTURE IMPLICATIONS

Integrating RYTHMz for Enhanced Service Delivery

Impressed by the performance and reliability of RYTHMz's 5G solution, Computer Concepts USA is now exploring integrating RYTHMz into their service offerings. This strategic move aims to leverage the flexibility and reliability of 5G to enhance service delivery and client engagement across various operational scenarios. By adopting RYTHMz, Computer Concepts USA is positioning itself as a leader in utilizing cutting-edge technology to maintain service excellence and ensure client satisfaction.

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