NXPowerLite™

Company background

TNS Global is an international market research and market information group. They are part of Kantar, one of the world's largest insight, information and consultancy groups. TNS Global has a presence in more than 80 countries worldwide. The company seeks to identify growth opportunities for its clients by better understanding existing customers as well as researching new customers, products and markets.

The challenge

Due to the relatively poor availability and high expense of internet connectivity in parts of Africa, TNS Global's South Africa division was severely restricted in its data bandwidth. The Durban office's corporate line was limited to 2 mbps, and cost an order of magnitude more than it would in the UK. Employees were asked to adopt a series of practices to deal with this. A limit of 5Mb was imposed on email attachments, with people encouraged to use Dropbox for sharing large files. An internal ftp server was available, but was slow and difficult to use. Zip was occasionally used, but employees tended to use it to collect files into an archive for local storage rather than to compress them to send by email.

The strategy

Buying greater bandwidth would have been prohibitively expensive. At the suggestion of the division's IT department, NXPowerLite desktop licences were purchased and the software was set up to run within employees' email clients. Files could be optimised automatically on sending.

> ### 'It's been really useful. It just sits there in the background and I don't have to worry about it.'
> Tyson McKeown, TNS Global South Africa

The result

The smaller file sizes involved mean that documents could be emailed both internally and externally without worrying about bandwidth restrictions. NXPowerLite provides a simple and cost-effective way to circumvent the problems of poor internet infrastructure without engaging in time-consuming workarounds.

> ### 'There have been lots of occasions over the last six years where I've had a 20Mb PowerPoint file that I realised hadn't gone through or just wouldn't send. NXPowerLite means it works just fine – I prefer to use it wherever I can.'
> Tyson McKeown, TNS Global South Africa

Conclusions

Adopting NXPowerLite across their Durban office means that employees are no longer hampered by low bandwidth and the company does not have to spend time or money addressing the problem of sending large files. Researchers can create and send image-heavy documents by email, rather than using the slow and inefficient ftp server, making communication faster and easier. Documents remain in their original format and so can be opened without decompressing them first.

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