



HHB COMMUNICATIONS CUSTOMER STORY

Pro audio equipment solutions provider enhances services and achieves cost efficiencies with SD-WAN
Beyond Cloud.

HHB Communications is the UK's leader in Pro Audio Technology. Since 1976, HHB has been dedicated to delivering the latest and most innovative pro audio solutions to the world's top broadcasters, recording studios, post facilities, and system integrators. Customers enjoy consultation and advice from an experienced sales team as well as proactive support, training, and installation from a team of audio experts.

The Challenge

HHB consists of three businesses: HHB, which delivers pro audio equipment solutions to live broadcasters; Scrub, that supports and supplies post-production studios; and Source, an exclusive distributor of 13 major pro audio and music technology brands. With HHB acting as the business' connectivity gateway, all traffic sent and received by Scrub and Source was routed through HHB. This resulted in latency issues that had the potential to impact service delivery – especially for Scrub.

Paul Tucker, IT Solutions Architect, HHB explains: "Our Scrub site is a Central London office, just off Oxford Street. It only has six people in it, but they serve the post-production industry. These are big clients that cannot allow much downtime in their studios, so they need rapid turnaround of any problems. We have support staff in the same office, and given that they were dealing with massive gigabits of files sent through file transfer services, we wanted to upgrade the speed and give it the ability to directly go to the Internet, because our gateway for the business was through HHB. We were having Scrub and Source both coming to HHB and then out to the Internet. So for Scrub, any transfers were going through the 100Mbit/s line, going to HHB for their 500Mbit/s line, and then to the Internet, to the customer, and then back again and down their 100Mbit/s line."

These routing inefficiencies were increasing the time it took Scrub to send and receive time-critical files to its post-production clients. HHB faced the challenge of resolving these routing inefficiencies across its businesses.

Advantages and Benefits



Routing efficiencies leading to performance improvements.

The routing efficiencies that SD-WAN delivers have enabled HHB to enhance its services by speeding up file transfers and access to its mission-critical ERP system.



Cost savings that can be reinvested elsewhere.

HHB will achieve cost savings by moving away from its costly bonding box and firewall. These cost savings can be reinvested elsewhere in the business.



Reduction in incidents resulting in outages.

Software bugs in HHB's firewall have caused outages over the past 12 months. Transitioning to SD-WAN will reduce the number of incidents that result in outages for HHB and its clients.

The Solution

HHB is working with Six Degrees to implement SD-WAN across its HHB, Scrub and Source businesses. With a bonding box at Source going end-of-life, Paul elected to transition this site first: “We had a bonding box in Source where we started SD-WAN, which was horrendously expensive and it was coming up for renewal. We just wanted to get rid of it because the speed was being restrictive as well. We needed something new and better.”

Paul explains the motivations behind HHB’s transition to SD-WAN: “We just needed a better way to connect all of our businesses together, and a cheaper way of connecting ourselves together. We wanted to move to SD-WAN to find more reliable, easier to configure connections between the businesses.”

Source’s move to Six Degrees’ SD-WAN service has gone smoothly and efficiently. Paul says: “The transition has been really good. Our bonding box was coming out of support, which put time pressure on the project. You guys managed to get it in on time – the plan worked.” With Source successfully transitioned, the business is turning its attention to its Scrub site – with HHB to follow.

The Outcome

HHB has realised immediate benefits since transitioning to SD-WAN. Paul says: “The immediate effect was the latency. Even though the bonding box had good, low latency, it just seems 100 times better now we’re on SD-WAN. For instance, the biggest thing we saw was just Internet browsing. It’s not the most work-centric thing we need to look at, but just the view of clicking a link on a website is much quicker. For our ERP software, NAV, loading product items, speed is now incredibly quick – before it was a noticeable delay. The latency has improved greatly. With SD-WAN, staying on the same network rather than going out to the Internet and back again has made a huge difference.”

The Future

With Source transitioned to SD-WAN and Scrub about to be, Paul’s next focus is HHB: “In June, HHB is going to come to the fore. We currently have the boxes live, but we’re at the lowest level of SD-WAN – we just have the basic connectivity with it. In June, the plan is to move up to your next level SD-WAN, and to use the firewall capabilities of the FortiGate to get rid of our current firewall. We’ve done a comparison over a three-year lifespan of the current firewall, and we’ll be saving a significant amount of money by going through SD-WAN.”

Our Solutions



Cloud Platform & Data

Modernise your data centre and secure your hybrid cloud future.



Cyber Security & Compliance

Enhance your cyber security posture and safeguard your organisation.



Agile Workspace

Communicate, collaborate and work efficiently, anywhere.



Network Infrastructure

Achieve a step change in your connectivity and your digital transformation journeys.

About Six Degrees

Isn't it time you enjoyed all the game-changing potential of cloud, and more?

You can, when you partner Six Degrees. Because we offer managed cloud services the way they should be. Creating a secure, flexible platform that sets you free to achieve and exceed your boldest aspirations, whatever those may be.

Work in partnership with our strategic cloud experts, and experience how cloud can become your springboard to the future. Where your business is safeguarded by industry-leading protection against cyber threats. And all underpinned by our formal service assurance.

So choose a partner who will be there for you no matter where you are on your journey. And whose resilience brings you less risk, and way more reward.

Six Degrees. Beyond cloud.



Speak to our experts today on 0800 012 8060 or visit www.6dg.co.uk