



Customer

Inuk Networks

Location

HQ in Abercynon, Wales



Business

Inuk Networks is a triple-play service provider that has capitalised on the rapid growth of broadband technologies by developing a platform for the distribution of broadcast quality TV and carrier-class telephony over closed IP-based networks.

Freewire is the company's branded, triple-play offering to consumers, with an initial direct focus on the student market.

Inuk's Freewire platform can be customised and delivered as a wholesale solution, offering broadband providers and network operators the ultimate flexibility in their TV, voice and converged entertainment services.

Net Lynk Group Services Provided

Warehousing, order fulfilment, distribution and order tracking

Key benefits at-a-glance

- Ensures highest customer service levels are maintained – around the clock
- Overcomes issue of stocking several hundred product lines safely and securely in-house
- Handles high volume of orders – up to 2,000 packages a day during peak periods
- Customer can track order progress 24/7 – via Prezybox website
- Fast turnaround of customer orders – usually within 24 hours

The demand for home broadband has grown rapidly in recent years, bringing with it the possibility of delivering a carrier-grade TV service over IP networks.

At Inuk Networks, the UK's first nationwide IPTV service provider, this demand led to the launch of Freewire, a triple-play offering for the student market.

After just one year of commercial operation, the scheme had proved so popular that Inuk needed to find a logistics partner that could help it to meet growing consumer demand for its services – and Net Lynk proved to have precisely the right combination of experience and flexibility plus the existing systems in place to make an ideal partnership.

Business background

Inuk's Freewire services allow broadcast quality television, telephone and broadband to be delivered direct to the student's Laptop/PC or Set Top Box, both on campus in halls of residence and in student housing.



Inuk's also provides a wholesale IPTV business that enables its proven platform to be customised and delivered to other business looking to enter the broadband IPTV market.

Developing a fulfilment solution

Brian Jentz from Inuk explains the reasons why the company chose to outsource its order fulfilment. "Our Freewire service soon proved to be a popular choice with student landlords as it enabled them to provide high quality television and telephone to their tenants, but without the inconvenience and cost of setting up a landline rental.

For students in halls of residence, we can use the university's existing network to supply our services, but for students living in residential accommodation we need to provide the appropriate router and other equipment (such as the set top box and powerline units) to enable the Freewire service.

In simple terms, we needed to find a partner that could stock, pack and ship the appropriate equipment to the landlord, quickly and efficiently, but there are plenty of logistics companies that can provide this basic level of service. What was more important to us was finding a provider with proven specialism in the ISP and IPTV market, that could provide the flexibility we needed, but from whom we could also leverage expertise."

Choosing a partner

Inuk placed a request for quotation with five fulfilment companies and after a shortlisting process, Net Lynk was chosen as the preferred supplier. Brian continues, "Our expertise lies in providing a quality, proven platform for delivering IPTV, not in delivering hardware to our consumers. Because Net Lynk has several years of experience in dealing with other broadband providers, we found that it was able to advise us on the best way to go about setting up our fulfilment solution."

The Net Lynk Group also proved to be highly flexible, offering a number of different business models for Inuk to choose from, the ideal being a buy-as-you go method. This allows Inuk to pay for its stock only as it is used, providing a highly cost-efficient operation. In addition the company can leverage Net Lynk existing supplier relationships and use the same Thomson router as other clients, providing a better unit cost and excellent stock availability.

Daily operations

Consumer orders are received in to the Net Lynk system and the device is picked and then flash loaded with Inuk's own firmware. Branded user instructions are then placed with the item and it is packaged securely and sent direct to the



customer. With a landlord this can be typically a bulk order of devices to one address, or one piece of hardware to each of the houses that he/she owns.

Net Lynk also provides full on-line tracking, allowing Inuk to see the progress of the order and an expected delivery date.

Moving forwards

Inuk's full residential triple-play service is currently only available to students whose landlord has contracted with Inuk for line rental. From early 2009, Inuk will be launching the triple-play service directly to students, giving them a convenient, student-friendly choice for the provision of their data, voice and IPTV services. The company is also developing its own web store, which Net Lynk will host.

Brian Jentz concludes, "We have been working with Net Lynk since February 2008 and are very pleased with its professionalism and the seamless nature of the operation. We have been able to draw on the company's wide industry experience and better still, use existing processes and systems that fit our business model perfectly, saving both parties the effort of creating bespoke software.

Sales director for Net Lynk, Simon Watkins added, "Our working relationship with Inuk continues to move from strength to strength as we can draw on our expertise in fulfilling orders for other broadband and ISP providers. We anticipate that we will be handling a large number of orders for the company over the next three years as Inuk expands further into the rapidly-developing consumer technology market."

The Net Lynk Group

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