

## Dyband Case Study: Mannet

### Project Overview

The Manx Computer Bureau (MCB) was founded in 1970, primarily as a timesharing bureau for the payroll, accounting and banking industries on the Isle of Man. Today over 23% of the Manx population's payroll is still handled through the Bureau. Almost 6 years ago, Captain Stuart McKenzie, ex-maritime captain and founder of MCB set up Mannet, the first ISP on the island, and the 26th in the British Isles. With extensive experience within the computing industry and a significant business customer base from the outset, Mannet held a prime position to take advantage of and grow with the Internet business.

The unique situation on the Isle of Man – own government and regulations and a telecoms monopoly held by Manx Telecoms – has meant that Manx businesses flourish within a completely different environment to those on the mainland. Not only do local businesses use Mannet's services (leased line, dial-up, web-hosting and co-locating), but also the Manx company is in the rare and fortunate position to also attract a significant amount of global companies due to the corporate structure, the sensible taxation regime and the governmental stability of the island.

For Manx ISPs the problem of bandwidth management could potentially be further complicated by the fact that, unlike on the mainland, unmetered access has been up and running since 1st August. Manx Telecom offers the service to subscribers for £6 a month for residential and £15 a month for business users plus VAT.

"Being based on the Isle of Man it would be easy to become insular in one's business outlook, but due to the special status of the island, we have found we are looking as much at the global as the local market. First class service is therefore vital for us to compete effectively," commented Captain Stuart McKenzie.

### The Challenge

As ever more companies turn to the Internet for a variety of business needs, traffic volumes are set to soar particularly with the mass deployment of high-speed internet access devices, and

bandwidth-hungry Internet applications such as Napster, simply throwing more bandwidth at the Internet connection only makes the problem worse. ISPs will find themselves over-provisioning their bandwidth capacity to cope with peak usage, thereby increasing the complexity of the networks, platforms and interfaces and ultimately eroding their profitability and resulting in inconsistent and unreliable service for all subscribers. It is imperative therefore that any ISP can manage its bandwidth efficiently and avoid the phenomenon emerging in the States of "bandwidth hogging". The only way this can be done is to control subscriber bandwidth use in real-time.

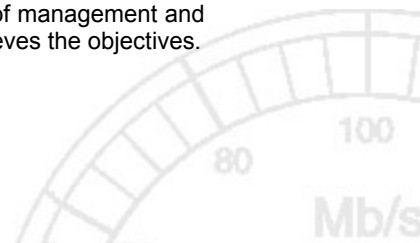
And when an ISP also offers co-locating services as Mannet does, they are allowing direct access to their backbone, which further increases the need for traffic shaping and control.

"We used to try and manage our subscribers' use of bandwidth with NetScan which, whilst giving us highly detailed data of traffic volume, could only provide historical information," said Captain McKenzie. "By the time we had identified over-use by one subscriber, our other subscribers could already have suffered from the bottleneck caused by this one "hog". We needed a solution that would automatically limit and control all subscribers' use to a pre-arranged level, thereby ensuring efficient use of our service for everyone."

Dyband is a unique broadband service management solution that dynamically manages bandwidth consumption, guaranteeing Quality of Service and reducing the cost of the backbone. It enables unlimited tiers of services and prices, and controls customers' bandwidth consumption to reduce "hogging".

### The Solution

Dyband is fully downloadable from the Web - a web search for "package shaping" brought the product to MCB's attention. The full-feature 30-day free test application was downloaded within 30 minutes, was configured to MCB's network and was up and running within the day. As it is easily configurable it is possible to try out a number of different schemes of management and tune the operation until it achieves the objectives.



Dyband is fully scalable enabling MCB to offer their subscribers a product that will grow with their needs. MCB is able to enforce service agreements and monitor and shape traffic at individual and aggregate points, both of which assist in offering a far more reliable service and maintaining customer loyalty.

"Dyband is the only product that I have unreservedly recommended and endorsed in the 30 years that I have been in the computing industry," said Captain McKenzie. "For effective bandwidth management and traffic shaping and control and at a fraction of the price of competitors' products it is the only product on the market worth investing in."

## The Business Benefits

"We can monitor our customers' traffic in real-time. The system also recognizes and copes with short surges, ensuring that packet delivery is not affected by traffic shaping," commented Captain McKenzie. Dyband can also help ISPs adjust transfer and priority rates dynamically and use traffic statistics to guide provisioning decisions. All stats can be accessed with a point and click application to monitor all network traffic in real-time.

"The fact that we could download and install Dyband so easily and seamlessly is a definite bonus, but with hindsight, even if we would have had to send away for the product, we would have done so."

**For further information on Dyband, and how it can benefit your firm, contact us at**  
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