

Swoop Enterprise Ethernet NBN and Ubiquiti Upgrade for a Marketing Agency

A local marketing agency was running its entire business in the cloud, but its standard NBN connection was too slow and the upload speed was choking large file transfers, video renders and client collaboration. We installed a 1 Gbps Swoop Enterprise Ethernet NBN service and rebuilt the office network with Ubiquiti wireless, a UniFi Cloud Gateway and managed switches.

KEY RESULTS

1Gbps

symmetrical Swoop Enterprise Ethernet NBN

Full office

Ubiquiti Wi-Fi 6 coverage

10x+

faster upload speeds for large files

Cloud-ready

network with app prioritisation

BEFORE

- Standard NBN upload speed was too slow for cloud-based creative workflows
- Large video files, design assets and campaign uploads took hours or timed out
- Staff on Wi-Fi experienced dropouts and poor performance in meeting rooms
- Real-time client collaboration tools lagged and disrupted presentations

AFTER

- 1Gbps - symmetrical Swoop Enterprise Ethernet NBN
- Full office - Ubiquiti Wi-Fi 6 coverage
- 10x+ - faster upload speeds for large files
- Ordered and provisioned a 1 Gbps symmetrical Swoop Enterprise Ethernet NBN service

"Uploading a TV commercial used to take all afternoon. Now it is done before my coffee goes cold, and the Wi-Fi works everywhere including the boardroom."

- Creative director, local marketing agency