HM Networks builds client relationships with Highlight

Consultants HM Network uses Highlight analytics to deliver clear visibility and monitoring to its enterprise clients who rely on the technology it recommends. Martin McAleer, co-founder of HM Network says, *"Highlight's visual display plays a key part in enabling us to show how critical technologies are performing in an easy to understand way."*

The challenge

Working primarily with medium sized organisations, HM Network offers impartial advice on business connectivity such as telephony, security and network monitoring.

Martin says, *"Before Highlight, when a client called with an issue such as the network was running slow, our response was pure guesswork based on their feedback. Or we'd have to install some equipment at their location."* Martin also found that many clients had no idea what level of service their current providers were delivering, what was causing down-time or if there were any danger areas that could disrupt the business.

He adds, *"We compare it to someone buying a car without a dashboard or diagnostic system. From the driver's perspective, how do you know how fast are you going, how much fuel you are using or when you need to visit the garage? And if anything goes wrong, a mechanic without modern diagnostic tools might eventually find out what was wrong but it could take a long time to get you back on the road."*

"That is why monitoring is now a vital part of our service."

The solution

HM Network has been working with Highlight for just over two years using the analytics to ensure clients' systems are working correctly.

"We have full visibility into what clients are using and how networks and applications are performing. We can also check if Service Provides are adhering to agreed service levels." Martin says.

Most recently Highlight enabled HM Network to resolve a VoIP problem for Stockport Academy, a start-of-the-art secondary school. For over five weeks, the Academy was experiencing a poor service on its VoIP system that neither the VoIP provider or Internet provider would take responsibility for.

"Highlight identified that the school had a high level of dropped VoIP calls. It found one issue with the router which was immediately corrected. It then identified that the main problem was with the VoIP provider and we were able to share that information with them."

The benefits

With Highlight, HM Network has removed the guesswork and helped clients to prioritise where investments are made.

"This type of analytics should not be an optional extra, it needs to be a de facto standard, just like a car's dashboard," confirms Martin. *"Highlight enables us to improve customer service, to be more proactive and to identify any negative trends on a network."*

Martin concludes, *"Feedback from clients is that they see us as a trusted advisor. I think this trust comes from clients also having full access to Highlight, so that there is clear visibility between us. And whilst they still rely on us to bring issues to their attention, the best thing is that we are not selling anything, we are simply trying to help. That's great for building relationships."*

"We've removed the guesswork with Highlight and it delivers all the information we need remotely."