

St. George's University Customer Case Study

St George's University (SGU) is one of the largest off-shore universities in the world, providing excellent academic services and tuition for over 40 years.



Executive Summary

Organization: St. George's University
Industry: Higher Education
Location: Grenada, West Indies
Students: 7,400+
Faculty: 2,300+
Graduates: 17,000+

Business Challenge

- Spotty connectivity
- Negative impact on student life
- On a 16-year contract with Digicel

Solution

- 1 GBPS of bandwidth
- A bespoke pilot with a 3-week turnaround
- Providing access to US-based streaming services
- Reliable, secure internet access for students and staff

Founded as an independent School of Medicine in 1976, SGU pioneered the concept of affordable international medical education outside of the United States. In 1993 it expanded its offering, adding a wide range of new graduate and undergraduate programs, including its now renowned School of Business. As an international school with a worldwide impact, SGU draws students and faculty from more than 140 countries across the globe wanting to incorporate a multicultural perspective into their education and careers.

Business Challenges

The university experienced spotty connectivity with its current provider, Digicel, which had a negative impact on the students' learning experience and their campus life. Student expectations are high, demanding not only high-speed internet access in their classrooms, libraries and dorm rooms, but across the whole campus.

They expect to be connected 24/7, and not just on one device. It is not inconceivable for students to have a laptop open, accessing their learning management system, while looking at Facebook on a phone, while using a tablet to watch a video – all at the same time. This puts a lot of pressure on IP addresses and bandwidth, and needs careful management.

Competition

Southern Caribbean Fibre System, which is a subsea network owned by Digicel. SGU had a 16-year Indefeasible Right of Use (IRU) contract which is a type of Contract which provides a long-term lease of a portion of capacity on an international cable.

Solution Facts

Total Contract value: 1.1 MM USD

Contract length: 36 months

Future-ready:

- 1 Gbps over a 10 Gbps link
- Leveraging IPv6 connectivity

Our Offer/Solution

We provided a fast, reliable and flexible network – with 1 GBPS of bandwidth – to ensure everyone on campus could have immediate access to the rest of the world. We implemented a bespoke pilot, with an incredible three-week turnaround, and provided the University with a working demonstration of the reliable speed and easy access to US-based streaming services – throughout the campus and in their dorms – helping make everyone feel closer to home.

We gave St. George's a connectivity experience like no other – one that delivers quickly and efficiently. This has put us in the forefront of the University's mind, as it looks at overhauling its overall digital strategy. As a direct result of the success of this project, we are now exploring Wi-Fi, MPLS and Digital Signage opportunities with SGU as part of their digital transformation strategy.

St. George's University signed the contract on May 25th committing to pay \$30,935 per month over a 36-month contract term for a total contract value of \$1.1m USD.

3 Sales Best Practices

- 1 Explore providing clients with a pilot so they can experience the power of our network for themselves.
- 2 Engage your broader team in discussions early on, to ensure that all key stakeholders are aligned and ensure a flawless implementation experience under tight deadlines.
- 3 Position ourselves as our customers' Digital Transformation Expert closer to home.

3 Technical Takeaways

- 1 We future-proofed this service by ensuring we provided IP version six (IPv6) connectivity on this DIA link, to have the customer ready for accessing the next generation of Internet services.
- 2 Customer can scale easily as the 1Gbps Internet connectivity was provided on a 10Gbps link, enabling growth without any hardware changes.
- 3 All connectivity hardware is Metro-Ethernet Forum (MEF 9 & 14) compliant, leading to high availability and differentiation of Ethernet services delivery.

*Have the conversation today
and become your
post-secondary Institution's
Digital Transformation Expert!*

Partner with the schools and universities throughout your markets and not only get them seamlessly connected, but help them develop an overall digital strategy today so they remain relevant for tomorrow!

Digital Transformation in Higher Education

We hear every day how digital transformation is imperative for all businesses, from the small to the global enterprises. That message comes through loud and clear, from seemingly every keynote, panel discussion, article, or study related to keeping businesses competitive and relevant in an increasingly digital world. When it comes to digital transformation, colleges and universities have little choice but to keep up, or risk falling behind.

Students have become customers who bring their own digital world expectations to both their studies and campus life. They are savvier, better connected and more vocal than ever. Universities are competing globally for students, academics and funding, and it is integral to a university's success to stay relevant and leverage new digital capabilities that will benefit them in this digital age.

Additional Resources

- [The 2018 digital university - Staying relevant in the digital age](#)
- [Willing or Not, Higher Education Faces a Digital Transformation](#)
- [73% of students: "University, improve your digital strategy!"](#)