

Comms365 partnered with Moonpig, an online leader for greetings cards and gifts, to provide its new, and first ever UK fulfilment centre, based in Tamworth, with a connectivity solution during its opening months. The overall aim of the project was to ensure that the fulfilment site could open and operate on time, whilst minimising down-time, and maximising order output and productivity.

The new 120,000 square foot fulfilment centre would accommodate the expansion of the personalised gifting arm of the business and was scheduled to be up and running by summer 2022, ahead of the Christmas peak gift-giving season.

THE CHALLENGE

As an e-commerce business, Moonpig is heavily reliant on Internet connectivity to ensure customer orders can be relayed from the company's online ordering systems to the factory floor fulfilment technology, meaning the continuous, smooth-running of operations is paramount.

In a typical warehousing facility, Moonpig would have two fixed-line Internet connections, to allow for business resilience and failover, and despite putting measures in place with an alternative provider, delays to the installation meant an interim solution needed to be considered.

"Upon opening the warehouse, it was important for the site to possess some level of connectivity so that we could commence testing and validation of the systems and data flows, as well as test/validate our operational processes."

Director of IT & Security, Moonpig

THE PRODUCT

The [SD-ONE](#) delivers Quality of Service (QoS) using SDN Technology to bond up to three connections across any ISP connection, including 4G/5G to provide high performing Bonded Internet that supports VoIP, UC and Cloud applications.

SD-ONE optimises Internet performance, provides resiliency to your connection and allows you to prioritise network traffic. It is carrier grade and network agnostic, providing the best possible service and guaranteeing continued network access without any interruption. This solution was deployed for Moonpig with our [Multi-Network SIMs](#) and [external directional antennas](#).





THE SOLUTION

Having worked together previously on smaller projects, the Director of IT & Security reached out to Comms365 in late summer 2022, to see if the team could provide a temporary connectivity solution. At first, Comms365 was able to put in place an interim on-site cellular connection using its directional antennas, allowing data to flow through the facility, and for Moonpig to begin training and testing. It was also planned that a couple of months later, Comms365 would install a more robust solution ahead of the Christmas peak periods.

During the installation process, Comms365 was able to work with the team at Moonpig to overcome any challenges that occurred. For example, if the connectivity dipped, the Comms365 team would respond quickly with the ability to remotely identify the issues, with diagnostics to make the necessary configuration changes to resolve the issue.

As a result of some of the challenges faced, Comms365 recommended a multi-antenna solution in early December, which increased Moonpig's resiliency and ability to fail-over. This was particularly important to prepare for the Christmas peak, where traffic and order volumes entering the Tamworth site would significantly increase.

In December, Moonpig's primary internet provider installed the fixed Internet lines into the site, however, it was decided that the business would continue to keep Comms365's connectivity solution in place for resiliency and to act as a tertiary failover.

"Comms365's strong determination to make things happen was greatly appreciated by the business. The solution they provided aligned perfectly with our needs and sufficiently enabled the new Tamworth site to begin operating in line with our proposed timings."

What sets Comms365 apart is not only their technical expertise but also their genuine concern for their customers, something which holds equal importance in our business. The team's commitment to keeping us informed in real-time and offering support outside regular working hours was highly valuable, particularly for our factory facility which operates around the clock, seven days a week. Our experience with Comms365 resulted in minimal downtime, with no significant disruptions to our business operations."

Director of IT & Security, Moonpig

"At Comms365 we understood the urgency and need for an immediate and strong connectivity solution to be installed on-site in order to get the facility up and running. Comms365 is delighted that we had the opportunity to support Moonpig and provide a temporary - now long-term - solution, providing them with the resilience and connectivity they need."

Matthew O'Flynn, Account Executive at Comms365