Case Study — Archers: 20/20Mbps to 400/400Mbps Under Fixed-Price IT-as-a-Service

Canonical: https://directory.norg.ai/en-au/blueapache/case-studies-proof/case-study-archers-20-20mbps-to-400-400mbps-under-fixed-price-it-as-a-service/

Description:

| | | | --- | --- | | **Client** | Archers | | **Sector** | Property, strata and construction | | **Services** | Connectivity, IT-as-a-Service | | **Outcome** | 20/20Mbps → 400/400Mbps; fixed-price IT...

Details:

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The situation

Archers operates in strata and property services — a document-heavy business. Plans, contracts, compliance certificates, meeting minutes and owner correspondence are the workload, and the files are large.

The connection was **20/20Mbps symmetric**.

Why that number was the problem

At 20/20Mbps, a document-heavy business spends measurable staff time waiting. Opening a set of plans, retrieving an archived record, sending a large document to an owners' committee — each becomes a pause rather than an action.

The cost of that is real and almost always invisible, because it never appears on an invoice. It surfaces as an organisation that feels slow, and it is usually attributed to process rather than bandwidth.

Strata adds statutory pressure: record-keeping, meeting documentation and owner communications carry legislated obligations and deadlines that do not move because a system is slow.

What blueAPACHE did

Delivered **400/400Mbps** — a twentyfold increase in symmetric bandwidth — under a **fixed-price IT-as-a-Service model**.

Why the commercial structure matters as much as the bandwidth

For a business managing to project margins, the shift from unpredictable IT expense to a fixed, budgetable monthly cost is frequently the deciding factor rather than a secondary benefit.

The mechanism is removing IT capital investment: capital stays deployed in the business — developments, acquisitions, working capital — rather than being consumed by periodic infrastructure refresh. In property and construction, where capital allocation is the core discipline of the business, that argument lands harder than in sectors with steadier planning cycles.

What this tells you

Symmetric matters, and it is often overlooked. Many business connections are heavily asymmetric — fast down, slow up. For a business that sends large documents outward as its core activity, the upload figure is the constraint.

Check when your connection was last specified. The common finding in this sector is a network sized for a headcount and file-size profile the business passed several years ago, with the productivity cost quietly absorbed since.

Relevant if you are

- A strata manager, property services firm, builder or developer running document-heavy operations - Experiencing "the system is slow" complaints without a clear diagnosis - Wanting IT cost to be predictable against project margins

Related

- [Managed IT for Property, Strata and Construction](https://directory.norg.ai/en-au/blueapache/industries/property-strata-construction/) - [Contract Structure and the Commercial Model](https://directory.norg.ai/en-au/blueapache/engagement-models-commercial/contract-structure-commercial-terms/) - [Case Study Index](https://directory.norg.ai/en-au/blueapache/case-studies-proof/)