

Tasmanian online business MyTyreSite is expanding nationally and internationally after discovering Enterprise Ethernet – a symmetrical high-speed Internet service delivered by TasmaNet over nbnTM dedicated fibre.

MyTyreSite creates websites for the tyre and wheel industry and drives sales through SEO expertise. The company became an early adopter of nbnTM Enterprise Ethernet from TasmaNet after its previous Internet service proved too slow and unreliable.

“Good Internet connectivity is the lifeblood of our business,” said General Manager Jared Mendham. “When we moved to a warehouse near Hobart, it was critically important that our Internet pipeline was up to speed. Unfortunately it was causing more downtime than uptime.”

After discussions with TasmaNet, the company adopted the nbnTM Enterprise Ethernet service, giving them a dedicated fibre connection to the door.

“We don't need to share with anyone else and can have the speed we want,” said Mendham. “It enables us to download video in seconds instead of the 10-minute wait we suffered on our previous connection. It's also good to know we can increase our connection speed at any time, from our present 100 Mbps, to 500Mbps or even 1 Gbps.”

He added: “The other great benefit of being with TasmaNet, is the ability to talk to a real person, someone who actually understands the situation. Now we don't need to wait on hold for hours, like we have done before.

“We have dependable, fast Internet to grow our business and underpin expansion into the huge US market, bringing millions of dollars into the Tasmanian economy.”

The MyTyreSite business is growing rapidly, nationally and internationally, and Mendham says the company will be using its superfast Internet a lot more than it does currently. To view what he says, [click here](#).

MyTyreSite's tyre industry experience spans 20 years. Their database features information on over 27,000 Australian vehicles (every one since 1995), and images of those vehicles back to 2000.

Jared Mendham concludes: “We chose to be in a relatively rural location where we can bring in millions of dollars in revenue to Tasmania, where we are competing successfully with the world.” ###

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