

By Jared Mendham, General Manager, MyTyreSite

Tasmanian online business MyTyreSite was doing well before discovering Enterprise Ethernet, a symmetrical high-speed Internet service from TasmaNet. Now the company is doing exceptionally well, expanding across Australia and internationally. MyTyreSite creates digital products for the tyre and wheel industry and drives sales through digital expertise. It became an early adopter of nbnTM Enterprise Ethernet dedicated fibre after its previous Internet service proved too slow and unreliable. Good Internet connectivity is the lifeblood of business. When the company moved to a warehouse near Hobart, it was critically important that the Internet pipeline was up to speed. Unfortunately it was causing more downtime than uptime. After discussions with TasmaNet, MyTyreSite adopted Enterprise Ethernet, giving it a dedicated fibre connection to the door. There is no need to share with anyone else and the company can have whatever speed is needed. High speed is enabling video to be downloaded in seconds instead of the 10-minute wait suffered with the previous connection. It's also good to know the connection speed can be increased at any time, from the present 100 Mbps, to 500 Mbps or even 1 Gbps. The other great benefit of being with TasmaNet, is the ability to talk to a real person, someone who actually understands the situation. Now staff don't need to wait on hold for hours, like they have done in the past. Today MyTyreSite has dependable, fast Internet to grow its business and underpin expansion into the huge US market, bringing millions of dollars into the Tasmanian economy. Business is growing rapidly, nationally and internationally, and the company will be using its superfast Internet a lot more than it does currently. To view all this, [click here](#). MyTyreSite's tyre industry experience spans 20 years. Their products include websites, touch screens and CRM systems that leverage a database of tyre and wheel information, combined with over 30,000 Australian vehicles (every one since 1990), and images of those vehicles back to 2000. The company chooses to operate from its relatively rural location where it can bring in millions of dollars in revenue to Tasmania, where it is competing successfully with the world.

Contacts

David Frost
(02) 7903 9567
[mailto: davidf@prdeadlines.com.au](mailto:davidf@prdeadlines.com.au)