

Pembr, formerly Pembroke Hall, partners with Synoptic to deploy unprecedented Telecommunications Infrastructure to all their serviced office buildings in Dublin City Centre

With superbly equipped buildings, **Pembr** (formerly Pembroke Hall) is the leading Flexible Office Solutions company in Dublin City Centre. With over 100 SME clients from 10 to 50+ desks, and larger corporations who require over 100 desks, the Pembr focus is not just on the quality of their office spaces, but also on the dedicated, personal support that they provide to their clients. Their success as the leading provider of serviced offices in Dublin 2 is evident in the loyalty and satisfaction of the companies that have chosen to remain with them over the years and throughout the pandemic.

To enhance the Pembr client experience, in recent months a significant project was completed to deploy Telecommunications & IT infrastructure to levels unrivalled in the serviced office sector. **Synoptic**, who are the industry leader for deploying this level of telecoms infrastructure were brought in to roll out and manage the project.

David O'Farrell said Synoptic commenced dialogue with Pembr in the summer of 2022. "Their vision for the business and the place they wanted to take their brand to was very exciting for us to be a part of. To take their IT offering to the next level the core focus was to deploy a high-grade fibre infrastructure at 16 of their locations, this needed to be a scalable solution that would future-proof each location for years to come.

"Our team at Synoptic project managed the installation of an unprecedented 10Gbps Dedicated Internet Access fibre infrastructure to all 16 office buildings, this level of bandwidth availability is unheard of in the sector making Pembr best in class and offering an exceptional client technology experience."

Robert Manson, Pembr co-founder remarked that



Left to right: Rod Walsh, Head of Wholesale & Partner Channel, Synoptic; Thomas Lenehan, Co-Founder, Pembr; David O'Farrell, Chief Technology Officer, Synoptic; Robert Manson, Co-Founder, Pembr



Pembr's success has been built by providing proactive and best-in-class service to our clients.

"We knew that it was the right time to enhance our IT offering. We were delighted to have Synoptic on board to manage the rollout of the fibre infrastructure at each of the Pembr buildings.

"Over the last 12 months all circuits have been installed and are now up and running for our clients. The team at Synoptic project managed the seamless deployment of each of the service deliveries, their support and account management post installation has been first class.

"We now have 10Gbps of Dedicated Internet Access bandwidth available for use at each of our locations, this enables us to cater to any requirements our current or future tenants may have. Once this level of connectivity was deployed we were in a position to upgrade all our firewalls/switches and Wi-Fi Access Points which has given each location a far superior IT environment."



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