

Get faster broadband

# Superfast Leicestershire

## Improved connectivity - better productivity. It'seeze



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*Anyone who has an online presence needs sufficient bandwidth; otherwise productivity suffers.*

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- John Cooper,  
Consultant, it'seeze Leicester

it'seeze Leicester is a web design and marketing company based in Newbold Verdon, producing bespoke, professionally designed, mobile-friendly and easy to manage websites for SMEs. We spoke to consultant and business owner John Cooper to understand what impact a move to Superfast Broadband has had on his business.

### What were the challenges?

Prior to the Desford exchange being upgraded in July 2015, our internet speeds were averaging at 1.5 Mbps. Uploading or downloading files could take hours, and that really affected productivity.

We are a new business and full access to efficient technology is particularly crucial. Indeed, anyone who has an online presence needs sufficient bandwidth; otherwise productivity suffers, which in turn incurs additional costs for business in terms of resourcing. The slow speeds were causing me such problems that I was seriously considering finding new premises. Had it not been for the upgrade (I now get 55Mbps), to effectively run my business, I would have had to look at acquiring offices in an area with adequate speeds.

### How did you hear about superfast fibre broadband?

I am a Parish Councillor in Newbold Verdon, and I have been receiving regular updates on what's happening from Leicestershire County Council. Because of that, I knew where to find out about when my area might be upgraded and was able to plan ahead knowing that speeds in my area were to improve.

### What difference has it made?

Thanks to the upgrade, I haven't had to acquire new premises, which has saved a lot of money. I now work from my home office, with multiple devices online. Uploading and downloading of files is seamless, and overall productivity has gone up. One major difference is the removal of the frustration of not being able to work quickly due to low internet speeds.

I had not appreciated before just how much that was affecting how I worked.

### What other improvements have you seen?

All of the activities in my business rely on a good internet connection. All of my accounting is now done online, which saves both time and money. I can now use online software for certain tasks that previously I would have needed the software to be installed on my equipment.

I'll be expanding my services to include photography, as now I will be able to share files online, something I couldn't even consider with a speed of just 1.5Mbps.

### How Superfast Broadband has helped it'seeze Leicester:

- Improved productivity
- Faster upload and download speeds
- Ability to expand services to include photography

[www.itseeze-leicester.co.uk](http://www.itseeze-leicester.co.uk)

Member of the East Midlands Chamber of Commerce  
(Derbyshire, Nottinghamshire, Leicestershire)

## The Benefits of Superfast Broadband:

Many businesses that can already access fibre broadband are using it to maximise growth, expand their customer base and improve their bottom line.

By having fibre broadband, not only will you be able to benefit from faster upload and download speeds, you can also run meetings by video link and reach customers through new, faster and easier to track methods of communication like Facebook and Twitter.

Plus, you can also use cloud based systems, which means you have access to the same tools as larger companies – all with the same benefits, but for a fraction of the cost.

## Superfast Fibre Broadband in Leicestershire:

- ✓ Leicestershire County Council's vision is to ensure that all premises can access superfast broadband speeds by 2018
- ✓ The current BT contract will ensure 62,000 additional premises will be able to access high-speed fibre broadband
- ✓ 123 fibre enabled cabinets in Leicestershire are now live. More than 150 additional cabinets are expected
- ✓ Over 25,000 premises are already able to access high-speed fibre broadband

If you would like further information please visit:

[www.superfastleicestershire.org.uk](http://www.superfastleicestershire.org.uk)

## The eBusiness Club

### Helping you use technology to boost your business

At the East Midlands Chamber's eBusiness Club, we understand that you want to improve your business and make the most of every opportunity available to help you achieve that.

When it comes to technology, the range of opportunities on offer can appear to be both vast and daunting at the same time. From social media through to eCommerce, it can be all too easy to miss out purely through a lack of knowledge or even confidence.

That's where we come in. With great training, specialist support, workshops, consultancy and grant funding, we have everything you could possibly need to embrace, understand and use all levels of advanced technology to take your business to a greater level of success.



To find out more about workshops and training courses in Leicestershire please visit:

[www.ebusinessclub.biz/Workshops-and-Courses](http://www.ebusinessclub.biz/Workshops-and-Courses)

