

# Get faster broadband Superfast Leicestershire

## Fibre broadband brings new opportunities for local IT firm



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*The technology has really opened up new opportunities for the business*”

- David Dobson  
Director, DCD Consulting

DCD Consulting is an IT and web consultancy based in Loughborough specialising in offering small businesses and start-ups access to high level IT skills that they would normally not be able to find or afford. Managing Director David Dobson tells us about how the introduction of fibre broadband has opened up a world of opportunities for his business.

### What were the challenges?

I work mainly from my home office and on a good day my internet speed was only 0.5 MBps. Just to upload client files or a new website that I'm developing for a customer was incredibly difficult and very frustrating. I had set up a local server to facilitate local web development but the flip side of that was that at some point I had to upload all of that data and I just couldn't do it. I would literally have to leave the office to drive somewhere with a better connection just to get the job done.

### How did you get upgraded?

I've been part of a campaign group in Loughborough trying to get faster speeds in the area. It's fantastic that the Superfast Leicestershire Broadband project got our cabinet updated to fibre. The upgrade process was quite straightforward. I've only had fibre broadband a couple of months but it's already making a difference.

### What difference has fibre broadband made?

The main thing is that I don't need to leave the office to upload content. I can now stream media which is important for uploading client videos to their websites. In the past I'd had to participate in online training and seminars from elsewhere but now I can not only participate from the office but I can also deliver my own webcasts.

### What other improvements have you seen?

I have one or two clients who find video conferencing very useful and prefer it to purely telephone conversations. Using Skype without any drop out of video or audio is a massive plus, it's almost as good as a face to face meeting.

Although my main area of focus for the business is in the East Midlands, I've recently been able to complete a project for a client in America. The technology has really opened up new opportunities as I know I can now commit to doing things online quickly and efficiently.

### How Superfast Broadband has helped DCD Consulting:

- Faster file uploads
- Can stream media
- Improved video conferencing

## Have you attended any of the Chamber's eBusiness Club workshops?

I've been on around 6 workshops on a variety of subjects from the Social Media Masterclass to a session on Converting Web Visitors to Sales. I found them very valuable and they have all been free so far. The presenters were good. I was able to ask detailed technical questions and the quality of their response confirmed to me that they know their subjects well. They also knew when to draw on the expertise around the room.

As an experienced IT professional I was apprehensive about how much I would get out of the workshops, but I wasn't disappointed. At least 50% of the course was new content for me and the rest was a useful refresh of my knowledge.

### 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 fibre broadband access to at least 72,000 additional premises
- ✓ Over 400 fibre enabled cabinets will be deployed as part of the BT contracts
- ✓ It is estimated that Superfast Leicestershire will generate £92m in economic growth by 2021

For further information please visit:  
[www.superfastleicestershire.org.uk](http://www.superfastleicestershire.org.uk)



## How have you put the learning into practice?

If I want to offer a good service to my clients it's important to keep myself up to date and learn from experts in their field. I'm able to provide added value to my services in the confidence that I have the latest information.



**DCD Consulting**

[www.dcdconsulting.co.uk](http://www.dcdconsulting.co.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)