

Get faster broadband

Superfast Leicestershire

The Latest Technology for a Healthy Business



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Dave Poulton,
Director of HDP Medical Services

Member East Midlands Chamber
Derbyshire, Nottinghamshire, Leicestershire

As a director of a group of companies, Dave Poulton knows how important it is to harness the latest technology.

Tell us about your business

Our core business is HDP Medical Services offering specialist courses, from basic first aid through to pre-hospital emergency care, alongside an online medical supplies shop. We also run Heartwood Conferencing - a fantastic venue for meetings, workshops and conferences and have a photographic, audio and video studio - Biscuit.

For us, having Superfast Broadband was always essential. We'd experienced slow speeds and a shared connection before and knew we needed to have better connectivity to move the business forward.

What benefits have you seen?

We've been able to have much better engagement on social media such as LinkedIn, Twitter and Facebook and things are really starting to take off. We're able to effectively run the back office, update our multiple websites more quickly and run our ebay shop more efficiently. It's really contributed to the rapid business growth we've seen over the last 6 months.

We've invested in state of the art technology in our conference centre. Superfast Broadband allows us to get the best out of our investment - we can now easily upload videos to the system and we'll shortly be introducing video conferencing and webinars. We also offer free Wi-Fi as added value to all our clients keeping them connected throughout their time here.

What difference has it made?

Having fibre broadband has simplified everything. It's given us the ability to be able to handle the data flow coming in and going out of the business more effectively. We can also connect all our ideas together. For example, we're using the studio to develop content for our courses which we can then deliver in the conference centre. The technology allows us to be more flexible and more entrepreneurial.

We manage our online shop more easily and importantly, we've saved money as our promotional focus has moved away from costly trade advertising to social media.

How Superfast Broadband has helped HDP Medical Services:

- Improved connectivity between businesses
- Better social media engagement
- Ability to offer new services including video conferencing and webinars

www.hdpmedicalsolutions.co.uk

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

If you would like further information please visit:

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

