

Get faster broadband

Superfast Leicestershire

Enhancing performance with superfast broadband



“

It was a very easy process to upgrade, it literally only took a couple of hours

”

- Darrell Laxton
Sales Director, Sub Zero Technology Ltd

Leicestershire based Sub Zero Technology Ltd. is a family business established in 1969. As specialists in the manufacture and distribution of technical outdoor clothing such as fleeces, thermals and base layers to a global market, an online presence and good connectivity is essential.

Darrell Laxton, Sales Director at Sub Zero told us more about their move to superfast broadband:

How important is technology to your business?

Technology is hugely important in our market, everything is online now. We have a successful ecommerce store and as over 70% of our business is export we work regularly with our distributors all over the world.

What were the challenges before you got Superfast Broadband?

Our factory and warehouse are based in rural Leicestershire and the connectivity was pretty poor; we only had copper cable which made even the simplest of tasks laborious.

For instance, as soon as the schools broke up and the kids were on holiday our connection slowed to the point where it was useless.

It used to take ages to do anything such as uploading images and documents to the website and emails would take forever to send - it was pretty awful.

We had invested heavily in our online presence but the slow connection meant updating the site was time consuming and extremely frustrating.

It was a very easy process to upgrade, it literally only took a couple of hours. Since then, the connectivity is a lot better, especially if we all go online at once.

What difference has it made to your business?

It saves time when we're uploading and downloading files, we can log in now from home or abroad and we can update our website without slowing down the whole system.

The promotional side of the business is a lot better now too as we can upload our photography to a file sharing site more easily and now things are more reliable we're using more electronic documentation.

How Superfast Broadband has helped Sub Zero:

- Faster file upload and download speeds
- Enabled remote working
- Improved online communication and promotional presence

www.subzero.co.uk

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

I recently attended the Search Optimisation workshop. It was really good, the trainer was very knowledgeable and taught me a lot about what I'd been doing wrong and how to do it properly.

I've not done any training on SEO for over 5 years and things have changed dramatically. I could come back and immediately implement things in the business. It's going to take time but I know exactly what to do now.



What's next for Sub Zero Technology?

We are constantly developing new products for the market and with these types of products have to work on development years in advance of a launch.

We're also upgrading our systems and amalgamating all of our manufacturing and office software to be able to work more in the cloud in future which will allow truly remote working

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

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

