

Remote Control for Marketing Agency



“

With faster connectivity I can access all I need right around the clock.

”

- Ann Goodwin
Managing Director, Win Marketing

As a consultancy and full service agency Loughborough based Win Marketing delivers marketing support from both a strategic perspective and at a practical, tactical level. Now celebrating 15 years in business, better connectivity between home and office has transformed the way they work and delivered some efficiencies too.

Managing Director Ann Goodwin explains more...

How important is technology to your business?

It's absolutely vital. We need access to the best technology available to be able to provide a flexible and responsive service to our clients.

We deliver innovative technical solutions for our customers, for instance: digital marketing and app and web development, as part of a wide range of marketing activities, so it's essential we have the right IT infrastructure to support that delivery.

What were the challenges before Superfast Broadband?

My main challenge was remote access to our systems. We regularly conduct market research for clients across continents operating in different time zones. We want to be truly international and for that you need the connectivity wherever you are.

We also need to be able to service clients' websites the instant any problem occurs. I needed access 24/7 but I didn't particularly want to be at the office 24/7!

We already had fibre broadband at our Loughborough office but unfortunately not at my home office. I was frequently in the position where I had to travel to the agency because my connection at home was too slow to get onto our server. It was in fact quicker to get in the car and drive to the office than try to work remotely.

What difference has it made?

I finally got Superfast Broadband last summer and it's made a real difference to the way I work. I can do much more from home with faster connectivity I can access all I need right around the clock.

It also opens up other opportunities – I've had a lot of requests to deliver webinars and now I can do them from home as it's a much quieter environment than the office. It gives me that ability if I want to.

How Superfast Broadband has helped Win Marketing:

- Greater flexibility with remote access
- Efficiency savings from cloud based servers
- More responsive client support

Are there other improvements?

One noticeable impact on the business is that when our servers were due for replacement, instead of buying expensive new ones, we were able to go cloud based. We wouldn't have been able to do that before fast broadband as I couldn't access the cloud reliably.

It's meant less capital outlay in fixed server costs and greater flexibility because we're now only paying a small amount for data each month. I don't have to maintain the hardware and I don't need IT support in the same way.

It's given me greater reassurance, it's all in the cloud and I don't have to worry. The rest of the team can also work remotely too which gives us greater overall flexibility.

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

Yes, they've been very good and support my professional CPD. I like to keep myself up to date and refresh my knowledge. I've often picked up the odd golden nugget.

We've employed an apprentice and an intern who have both been on workshops to increase their learning. As a small company it's always hard to develop people so I find it really useful.



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

