

Powys agency gets creative with superfast broadband

Welsh Government Leader of the House with responsibility for digital infrastructure, Julie James, called into Motif Creative to find out more about the difference faster broadband has made to the company.

It has already won strategic contracts in the US and Europe after investment in Cloud infrastructure, supported by superfast broadband, has helped it break down geographical barriers and allowed the company to fend off competition from agencies abroad.

The ability to communicate and share large digital files and information remotely, as well as using the latest video conferencing technology, has enabled the firm to not only deliver projects effectively but also reduce the amount of international travel by key executives.

Using its high-speed internet download speed of 73Mbps, Motif Creative now uses Cisco's online conferencing software, WebEx, to host around four to five 'virtual' meetings a week with international clients.

The agency also attended a workshop delivered by Superfast Business Wales, which offered them advice on how to make the most of their high-speed connection.

Stuart Spooner, Motif's managing director, said:

"It is apparent that technology is becoming more of a factor in driving revenues and sustaining growth, and businesses that are not investing will inevitably be left behind. We already generate 40 per cent of our revenue from international customers, which has also contributed to our forecast of 25 per cent growth in total revenues by 2019.

"Having effective IT systems is crucial for our industry and access to a consultant, through Superfast Business Wales, who understood our business, as well as the intricacies of superfast broadband-enabled and file sharing technologies, was invaluable.

"The ability to provide creative solutions for our clients, backed up by a high level of customer service, will always be the main ingredients for success in our sector, but embracing modern technology is becoming more and more important, especially when competing in an increasingly global marketplace.

"Having superfast broadband has made a real difference to us, and in fact the service is better here in Newtown than in our other office in Nottingham."

Julie James said:

“It’s great to see how superfast broadband is making a difference to companies across Wales, including here in Newtown. Superfast Cymru is about bringing superfast broadband to areas which would otherwise not receive it. No premises in Powys were due to receive it through commercial companies, but now almost 50,000 premises in the county are able to access it thanks to our programme.

“Motif Creative have also benefited from consultancy advice from Superfast Business Wales so they can maximise the impact of their faster internet speed. I would urge businesses, who haven’t followed suit, to do so and find out how making the most of online technology can help boost the business.”

Ed Hunt, regional director for Openreach, the business responsible for Britain’s largest phone and broadband network, said:

“Superfast Cymru has played a significant part in making Wales among the European leaders in digital performance and connectivity.

“It’s a fantastic digital leveller that businesses in towns like Newtown can now order the same fibre-based services and speeds at the same cost as those living and working in central London.

“It’s great to see companies like Motif Creative taking advantage of these new speeds.

“While there’s still more to do in terms of roll-out, I would encourage every business which already has access to make the most of this new superfast network that our engineers have built across the country.”

Superfast Cymru is the partnership between the Welsh Government, BT Group, UK Government and the European Regional Development Fund (ERDF), bringing faster broadband to areas which would otherwise not receive it.

The Welsh Government also runs the Access Broadband Cymru scheme, which can offer assistance to those not able to access superfast broadband by providing grant aid to help them receive faster broadband through other technologies.

Superfast Business Wales, which is supported by the European Regional Development Fund (ERDF), can help businesses to improve finances, reach more customers and simplify their work processes with a programme of free support designed to help make the most of online technology and so keep their business growing.