

## **Suffolk welcomes a superfast future**

With superfast broadband effectiveness is the key word because the way the information used and ability to interact with clients is much more powerful.”

Paul McIntee, managing partner, Obsidian Consulting.

### **Work from anywhere**

Cloud based document sharing means you can work from anywhere.

### **Work smarter**

Now you can share assets and work together on documents in real time. High quality video conferencing is also a smart way to hold meetings and keep projects on track.

### **Reduce your assets**

Say goodbye to costly investments in IT systems and the bother of upgrades and let the cloud be your data centre.

Superfast broadband is the new generation of broadband - much faster, more reliable and using different technology than we are used to today. It has the potential to deliver upload and download speeds that are lightning fast when compared to traditional broadband. Not only has superfast broadband opened up a whole new way of doing things, but doing it quickly and more effectively as Suffolk businessman Paul McIntee has discovered...

Paul is managing partner of Obsidian Consulting LLP, based in Cambridge, and owner of two small company's – all three are run from his home in Felixstowe. Obsidian Consulting offers management consultancy and management development services to businesses of between 50-500 employees. The second is P&JM Social Enterprise which provides admissions and business support to local schools. The third is called PJM Management Services Ltd and focuses on management consultancy and development services to companies under 20 employees.

### **Broadband champion**

As an active member of the Federation of Small Businesses in Suffolk, Paul was part of a group that pushed for faster broadband in his area. He was convinced of the benefits of faster broadband and instrumental in arranging visits to BT's Martlesham offices for people to see examples of a future with superfast broadband. Now it's arrived he is able to talk about those benefits to colleagues and clients first hand!

### **Fast solution**

The three company's now use the highest spec that gives them 20 Mb/s upload and 80 Mb/s download, with unlimited data transfer. For Paul it means being able to do new things. One is high quality video conferencing. “It improves productivity, reduces travelling and helps keep projects on track”, says Paul.

Cloud computing is also beginning to play a key role. As part of a company restructure Paul is moving some of the management aspects of the businesses onto the cloud instead of storing data on site. For example finance and sales figures will now be distributed among the partners and will be visible to them all, whereas before it was shared by exchanging spreadsheets.

"I could not have thought about the type of restructuring I'm doing with the partnership and the change of organisation without me being on super fast speed broadband, and also without the majority of my partners being on super fast broadband either now or in the near future."

### **Improved productivity**

Paul continues: "The nature of my business is about personal interaction, the ability to access to data, for that data to be up-to-date and to access it quickly and reliably. And that's what we're benefiting from at the moment."

How it helped:

- \*High quality video conferencing
- \*Access to cloud computing
- \*Reduced travelling

This meant:

- \*Improved interaction with customers
- \*Better sharing of information across the three company's
- \*Working smarter

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