

Broadband case study – Ged Yeates

Freelance TV cameraman cuts costs and wins new business



Ged Yeates: "I have a better connection than rivals in cities."

Ged Yeates is a freelance TV cameraman and stills photographer in Mangersta, Uig.

With an international client base for his work, the ability to deliver video and images quickly is imperative to his business. A dial up connection was simply too slow and unreliable for him to work effectively in Uig.

Connected Communities broadband was the answer to his need for -

- **Fast upload speed for file transfers**
- **High speed broadband connectivity**
- **Cutting operating costs**
- **Reliability and robustness**

BUSINESS USERS

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Outcomes delivered by Connected Communities broadband

- **Retention of existing customers**
- **Ability to win new customers due to faster order turnaround times**
- **Big savings on business operating costs**
- **Competitive edge**
- **Better service to customers**
- **Enabling new revenue streams**

What Ged says...

Ged Yeates: "Getting video to customers used to involve a two hour 100 mile round trip from Mangersta to Stornoway to use a satellite uplink. It was time consuming and very expensive too. Now, I can send footage from home in a matter of minutes. It's a much better use of my time and a lot cheaper."

"Connected Communities broadband is giving me a competitive edge. The fast upload speeds means I have a better connection than rivals in cities using ADSL. As well as being able to offer a faster service to customers, which I would never have been able to get from my local exchange eight miles away, broadband means I can now develop an online film library and sell footage 24 x 7 even when I am away from home filming."

Keywords: symmetric broadband, business advantage, increased productivity

Now consumers can enjoy the power & speed of the Connected Communities wireless broadband network by signing up with Hebrides.net