



Avoid video calling misery with full-fibre internet connectivity

New technology has changed the way we do business. The most significant shift has undoubtedly been around the internet, with companies of all sizes now hugely reliant on digital infrastructure and 57 per cent of SMEs saying they couldn't function without it.

Since the early days of businesses using the internet, video calling has been a regular feature albeit one mostly confined to the boardroom. But just as there has been a surge in members of the public using video calling (via applications like Skype and FaceTime), so has there been an increase in companies embedding it as a standard tool in their business.

And while there is a clear and present opportunity when it comes to video calling, we are seeing companies being held back by ill-equipped internet connections.

We wanted gigabit-speed internet connectivity to future-proof our business. Some of our staff also work from home occasionally and as we expand the sales force, people need to have confidence in the infrastructure.

Kevin Taylor, managing director, Marlor Tooling



New technology has changed the way we do business

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CHALLENGE

In the UK, we have recognised the need to embrace digital technology – with video calling an obvious example – but despite that we still lag behind our European neighbours when it comes to adoption. The Productivity Leadership Group says that one of the key barriers to this is connectivity, with slow internet connections stopping companies from taking full advantage of digital solutions.

Interestingly, research shows that video technology can significantly improve business agility regardless of the size of an organisation with 75 per cent of high growth businesses using some form of video-enabled collaboration compared with a third of low growth businesses.

It should come as no surprise that being able to see the person we are speaking with can lead to more positive outcomes. And with 93 per cent of communication being non-verbal, prioritising video over simple voice calls is a must.

While it is a true game changer, there are still many businesses yet to take the plunge and fully commit to the technology. For SMEs in particular, one of the main reasons is likely to be a substandard internet connection. Companies may well understand the benefits of video calling, but if they suffer from a slow or unreliable internet connection then it is natural that they will stick to more traditional, less efficient forms of communication.

It's no secret that poor internet connectivity can have a detrimental effect on business productivity. Research shows that day-to-day operations completely grind to a halt at 38 per cent of businesses when connectivity fails. Those failures are likely to lead to glitches in your video call, or even cause the connection to drop out entirely. Naturally, those irritating moments lead to delays and with UK businesses clocking up 149 million hours of internet downtime each year, the result is a staggering £11bn worth of lost productivity.

For many using video technology, exasperations with your internet connection will be all too familiar. But why are businesses so willing to accept these frustrations? And how can it be fixed?



75%
of high growth
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collaboration



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Video conferencing has enriched our communication with clients, partners and suppliers. It has also improved inter-office communication, as well as reduced travel costs.

David Halstead, IT director, WH Ireland





SOLUTION

For those wanting to make the most of the potential offered by video technology, the solution is simple. full-fibre internet connectivity is available now and is by far the fastest technology available for companies in **Coventry**.

You can expect speeds of up to 1000Mbps – and when you consider that 1.5million UK businesses suffer with speeds less than 10Mbps, the difference is night and day and your video calling experience will be transformed.

But it's not simply just a case of enhanced speed. With full-fibre, there is also greater reliability as the higher capacity bandwidth can easily deal with the strain that often proves too much for standard internet connections. And with increased reliability comes greater staff productivity – and far fewer 'head in hands' moments as they deal with video lags and dropouts.

We can communicate to our customers in a number of different countries via Skype... we have not only saved money on our connection and communication but have also seen an increase in sales."

Andy Fawkes, managing director, Masteroast

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IMPACT

full-fibre internet connectivity has the potential to truly unlock the benefits of video technology.

You'll be able to make significant reductions on travel costs, as confidence in the technology lessens the need to arrange unnecessary face-to-face meetings. And although travel savings are an expected outcome of video calls, 94 per cent of companies say the main benefit is increased efficiency and productivity.

With greater speed and reliability, you'll be able to enjoy seamless video chat with no awkward moments – so when a deal is on the line, you'll feel secure in the knowledge that your connection will have your back.

Of course, the benefits of video technology supported by full-fibre internet connectivity goes far beyond successful client interactions. Advances in the technology mean it can now be utilised by the entire office, with multiple users able to make video calls simultaneously without disruption to day-to-day activities.

Another key benefit is the ability to directly share content through screen sharing, incredibly useful when trying to show your latest presentation or an insightful infographic. Video technology will also unlock the benefits of webinars, a valuable asset when it comes to giving both your staff and customers a deeper knowledge of your products and services.

By upgrading to a cutting-edge internet connection, you'll be able to make the most of the latest technologies and take your business to new heights. You can speak to people located thousands of miles away and feel like they are right next to you and build relationships with people you would otherwise never get to meet – with superior business results.



Screen sharing unlocks webinars and training opportunities

Ultimately, it ensures we feel like colleagues who are sat in the same room; when you've got teams in Singapore, across the UK, Ireland and other locations it can be hard to keep the familiarity and ability to work together. It's perfect for anyone who wants to reinstall camaraderie within a geographically spread team.

Andy Lord, chief operating officer, Rethink

To find out how full-fibre connectivity could benefit your business, contact www.hbtcommunications.com

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