



*"The best thing is we don't even talk about the internet anymore - it just works! Gigabit speed connectivity means everyone can be online at the same time, our download speeds have increased significantly and we can all focus on giving the best service to our customers rather than spending time sorting out internet problems." Sarah Pulleyn, Group Business Manager, Local Link*

## Gigabit connectivity proves a hit for growing publishing company

### Background

York publishing company Local Link was established in 2003 and is the premier place for local businesses to advertise. In addition to its information packed website, it publishes five different monthly titles comprising Your Local Link, What's On York, Best Pages magazine for East Yorkshire and the Yorkshire coast, plus the Scarborough Review newspaper.

### Challenge

With over 1200 individual advertisers to liaise with each month, all needing to upload and download adverts, plus the finished artwork files of the final publications to send to the printers electronically, the 25-strong team at the company need a reliable, high speed internet service.

It became apparent that the company's existing internet service was inhibiting its ability to work efficiently. They had to reboot it four or five times a day and every time the finished artwork for a complete publication was uploaded to the printer, everyone had to come offline. The service was also affected by local resident usage, which spiked at lunchtime and after school hours.

Sarah Pulleyn, Group Business Manager, Local Link said: *"Managing our work around the internet became part of our normal routine, which was not acceptable. We are a growing organisation and our customer service, which is heavily reliant on the internet, needs to reflect that."*

### Solution

To resolve the problem, Local Link decided to take advantage of two things – firstly the fact that CityFibre's Gigabit City York pure fibre network was passing right by their premises and secondly that government funding was being offered to assist business to upgrade their internet connections.

Working with CityFibre's local partner, Local Link obtained the funding and within a few weeks the company was benefitting from its own dedicated pure fibre connection directly to its premises, providing gigabit speed connectivity.

Your Local Link has increased its publication count to five since its launch and has no plans to slow down.

Sarah continued: *"Having a reliable internet means we can now look to expand our portfolio again with confidence. Our time will now be spent looking for our next opportunity, not worrying about our internet coping with our current capacity".*

For more information on how ultra-fast connectivity can benefit your Leeds business, contact CityFibre's Leeds partner, Diva Telecom on 0113 457 4445 or visit [www.divatelecom.co.uk](http://www.divatelecom.co.uk)

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