

"We've experienced incomprehensible improvement and it has made a huge impact on all our lives. A fast and reliable connection is now a necessity for businesses and like many rural communities, we were being left in the dark ages."

Andy Wright, Eltofts' project manager

Gigabit Fibre revolutionalises Leeds rural businesses

Background

A number of small businesses and farms based in Eltofts, a rural area of North Leeds, had been battling with staggeringly slow internet connectivity for years despite the installation of an expensive dual line setup. Something needed to change so the business community in Eltofts decided to work together to connect to the new pure fibre network when they heard that Leeds became a Gigabit City.

Challenge

Many solutions from leading service providers involved delivering the connection over old copper overhead lines, however this had caused years of problems for the professionals in the area – engineers were even visiting as often as once a fortnight to repair faults.

"For years Eltofts has suffered from slow internet speeds and sub-par services, in some cases spending over £80 per household for dual lines to achieve a mere 6Mbps download speed."

Andy Wright, Eltofts technical manager of the project

Solution

Eltofts approached their local B2B telecoms provider, Diva Telecom, to enquire about securing their own Gigabit City Leeds connection. Diva provided ultrafast gigabit speeds over a 24km length of fibre (100% pure) to Wetherby Road in Eltofts and from there residents dug trenches so that the fibre could be laid directly to their home offices.

After only four months, their high speed Gigabit Fibre connection went live and twelve Eltofts premises were connected to the Gigabit City Leeds network. As a result they now have one of the fastest rural business broadband connections in the world, benefiting from up-and download speeds of up to 1 Gigabit per second.

"One of the most significant improvements for myself is that I'm now able to do multi-participant HD video conferencing with other surgeons around the world from my office at home, something that was never possible before."

Professor Simon Kay, renowned plastic surgeon

For more information on how ultrafast broadband can benefit your business, Diva Telecom on 0113 457 4445 or visit www.divatelecom.co.uk



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