



"It's just so much faster! City Fibre have allowed us to get dedicated speeds far greater than anywhere in the UK and we are able to now run a VoIP service connecting our UK and international offices."
– Azeem Yaqoob, owner, i3MEDIA

Smooth, streamlined client communication thanks to gigabit connection

Background

i3MEDIA is a full service media agency working with major brands including the BBC, Autoglass, Ralph Lauren and Mencap, as well as SMEs and start-ups. It has 27 staff and is based at Flag Business Exchange, Fengate. The business has grown dramatically in the past 10 years and now operates offices in the UK and overseas.

When i3MEDIA moved to Flag Business Exchange three years ago, the benefits of a large open-plan office was offset by the slow internet connection. Owner Azeem Yaqoob was forced to have a costly leased line installed in order to get the connectivity required.

Challenge

Working in the digital field, Mr Yaqoob knew the success of i3MEDIA was reliant on the firm's digital capabilities and ease with which it communicates with clients. He has a growing workforce including programmers, developers, web designers, account managers and marketers who are required to be online constantly.

Staff use a variety of communication methods to manage customers and internet speed and reliability is vital. Teams are constantly checking and updating websites as and when they are live to ensure clients receive the finest experience from i3MEDIA.

Mr Yaqoob said: *"We previously invested in a leased line internet service to help us meet the digital requirements of our clients, but despite costly monthly overheads, we were still seeing variations in speed at peak times of use. We were looking for an alternative solution where we could see better value for money and higher quality service."*

Solution

i3MEDIA was one of the first businesses to connect to Gigabit City Peterborough service – powered by CityFibre – replacing the leased line and all phone lines with a single pure fibre connection. Mr Yaqoob is delighted at the difference it has made – and the money saved.

With symmetrical upload and download speeds of up to 1Gbps (1000Mbps) and a mighty uncapped data allowance, the i3MEDIA staff's hunger for data and appetite for speed are now satiated.

Mr Yaqoob said: *"We've been able to streamline our cloud-based offering making exchanging communication between offices and clients a lot smoother. The clients love it and so do we."*

With gigabit speed connectivity to underpin their client communications, i3MEDIA is poised for even greater success.

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



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