

# Intellect Broadband Campaign

## Case Study 10 – The Growth Consultancy

Case Studies Demonstrating how SMEs in the ICT Sector are using Broadband  
Campaign Sponsors: Intel Corporation (UK) Ltd

### The Growth Consultancy

Website: [www.thegrowthconsultancy.com](http://www.thegrowthconsultancy.com)

Contact: Phil Garvey – Chairman and Founder

#### **Type and size of organisation**

Consultancy Services to UK based IT organisations - £1M t/o

#### **Description of Business**

The Growth Consultancy works with UK IT companies to identify Quick Wins--those elements in an organisation that can be quickly changed to deliver short term growth. In typical assignments we identify problems over an initial 5--7 days , fix the issues within 30--60 days and positively impact revenue within any given quarter. The Growth Consultancy have been the pioneers in the field of applying time boxed delivery to the field of sales and marketing, taking the principals used in software development and applying them to business organisational issues. The website has several case studies and references.

#### **Remote workers / are all employees office based?**

All workers are remote working both from home and at client sites. This was a fundamental principal from the day the organisation was set up.

#### **Type of broadband connection (ADSL/Cable/Leased Line) and length of time connected**

Broadband for the last 2 years

#### **Are you using any associated technology?**

Totally integrated wireless LAN in the office and grounds.

#### **Benefits of using Broadband**

From conception The Growth Consultancy adopted broadband in to the homes of its key Associates and employees. As early adopters of the technology most issues were resolved on site by trial and error. Having fast access to email , our Web site and our clients VPN's allows us to respond to client requirements from anywhere in the world. We have recently launched a Web-cam coaching service, providing 1:1 coaching services using BB at both ends. It is not perfect but a good deal better than purely using the phone.

It allows us to scale exponentially without having to worry about office space. In our homes we have the "same" access to the internet as most large organisations have in their offices.

Broadband totally changes the way we work. We have adopted a home working principal. With unlimited ability to scale rapidly at known costs.

Broadband improves productivity and efficiency:- each associate saves 1 hour a day not commuting, we save overhead costs in offices and are available "24 hours per day"

#### **Does Broadband save you money?**

Yes – 1 billable hour per person per day which in our business model equates to £187 per day per person. The BB cost is typically £1.50 per day.

#### **How would you cope if you couldn't have broadband?**

The business would have to be office based with lease lines. BB is a bit like email. If you have never had it you can't understand the fuss. When you have it – how did you ever live without it!