Intellect Broadband Campaign
Case Study 1 – IMPATICA

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

Website: www.impatica.com

Contact: Mike Hudgell

Type and size of organisation:
SME providing software development and sales, based in Ottawa with presences in Baltimore, Princeton and London. 35 employees, 5 in UK.

Description of Business:
Impatica is a software product and services developer and vendor. Impatica products enable users of Microsoft PowerPoint™ and Macromedia Director™ to deliver their content plug-in free to Java-enabled computers and other devices, even at dial-up speeds. Since its leading product, Impatica for PowerPoint entered the market in April 2001, almost 1,000 organisations, including some 450 colleges and universities, and almost 300 corporations have adopted Impatica products to communicate more effectively with hundreds of thousands of people every day.

Impatica OnCue was launched in December of 2001. This desktop tool enables production and delivery of synchronized plug-in free video and *impaticized* PowerPoint presentations combined with searchable text, dynamic indexing and navigation. The latest release, introduced at the Presentations and Training 2003 conference in Atlanta in February 2003, so revolutionizes the production process that practically anyone can produce content.
Impatica for PowerPoint empowers subject matter experts, educators and business professionals to create engaging online content quickly and easily. Programmers or other technical experts are not required. Online training courses and other Internet content can be deployed sooner and at reduced cost. This maximizes and accelerates the return on these time critical investments.

Remote workers / are all employees office based?
All employees work remotely using broadband. There is no office.

Type of broadband connection (ADSL/Cable/Leased Line) and length of time connected
ADSL since April 2002, when the company was established.

Are you using any associated technology?
Yes. We have a wireless router connected to our ADSL in some of our home offices, so we can use laptops wirelessly. Every 4 weeks or so we have a team meeting in one of our houses and everyone can open up their laptops and be part of a wireless network.

Also all have mobile phones with GPRS and we have Bluetooth on laptops so when we go out to demonstrate to customers we use the Bluetooth connection from the laptop to the 'phone and then through the GPRS we can access the net. This not only allows us to do operational things like keeping contact through email but we can also demonstrate our software over the web.
Our GPRS capability allows us to email from our mobile phones and allows us to keep in contact when we are travelling.

Benefits of using Broadband
Broadband has opened new opportunities for business for us – in fact it is because of broadband that we have been able to set up **Impatica** here in the UK last year, and build the business from scratch to a profitable concern - all without an office.

The critical thing was that broadband allowed us to minimise financial risk whilst growing the company. There

intellect

is usually a substantial cost in setting up and running a new business:- for instance leasing or purchasing premises. This means a new business has to turnover a great deal just to stand still, and all this increases the risk. Broadband has allowed us to minimise these costs and the business can be grown incrementally – at the pace we need. We don't have to find new premises if we grow quickly and we can experiment.

Communications are key to growing the company, and broadband allows us to operate as a team because all of us are contactable all of the time. All our employees are based at home with broadband connections and we work together as though we were in the same office, sharing information and moving files around so that we can multi-task and share work. This would not be possible without broadband.

We now have some big names signed up and are able to hold our own in a supply chain dominated by larger organisations because we can maintain a professional web-presence and operate as a team despite not being office-based.

In the early days we needed to move a lot of large files and examples around, and lots of product information, and this would have been impractical with dial-up.

Does it save you money?
Obviously broadband saves us the money it would cost us to procure and manage premises, it also saves travel costs since our employees need not travel to work.

How would you cope if you couldn't have broadband?
We have built the company up around broadband and it would be very difficult for us to function without it.

intellect