Intellect Broadband Campaign
Case Study 6 – e-Advantage Solutions

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

Website: www.e-advantagesolutions.co.uk

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Type and size of organisation:
Software House, 3 employees

Description of Business:
We have created SCOC360 Corporate Management System software and 'eksite' and 'ekfoto' web design and content management software. SCOC360 is either installed on customers' own servers or in the case of smaller customers they use our ASP service. 'eksite' and 'ekfoto' are based on our remote servers.

All our software is browser enabled and it interfaces with user's own software on their local PC eg Outlook, Word, Excel etc; for larger companies it interfaces to their servers for MS Exchange and Lotus Notes.

Remote workers / are all employees office based?
Two employees are office based. The salesman does all his presentations in clients' offices or other convenient places via Broadband to our ASP server and to our web site(s). This model is immediately available for future salesmen and it is completely ready for their use. Our support technologists only very rarely visit clients' offices nowadays, normally it's a problem with their server or their broadband supplier.

Type of broadband connection (ADSL/Cable/Leased Line) and length of time connected
Our office is on NTL broadband; our ASP server uses BT broadband with Claranet as the service provider; our presentation office uses a leased 2mb line

Are you using any associated technology?
Routers and firewalls for all our servers.

Benefits of using Broadband:
1. Broadband has enabled us to create and provide our ASP service for smaller companies, with less cost, off-site back-up and very easy for updates and support. Without broadband the 56k speed is far too slow, so the software would need to be loaded locally and would require continuous visits by us to our clients.
2. The use of a router at a client's site directly linked with each PC means that they can do without having to have a network server at all, saving further costs of IT management and server software etc. if they are using our ASP service.
3. Broadband has dramatically improved our own productivity because of the speed of downloading updated software from Microsoft and our other suppliers. Similarly it has reduced computer down-time.
4. Broadband enables us to support, update and amend our clients' system software on our ASP server and on our major clients servers without having to physically visit the offices, further saving costs and time
5. Broadband will enable us to roll out our sales presentations wherever they are needed in the world, eliminating a major marketing materials program and complex sales force structure. It's all there, via the Internet.
6. Broadband handles document images so well that the document management files can all be on a remote server
7. We have launched a new service/ product for the consumer market 'Ekfoto' which depends on broadband speeds

How would you cope if you couldn't have broadband?
With very great difficulty. In some cases we would have to withdraw our service/ product completely and for the rest we would have to reshape our entire marketing strategy.

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