



Broadband Wins International Contracts for Happier Executives

Monday morning used to be a grim experience for Andrew Moore. He would set out from his home in Loughborough at 5.30 am, change trains twice, and arrive at his office in Liverpool almost four hours later, tired and exasperated. "What a way to start the week!" he groans.

But all that changed when his employer, Palace Marketing, fully took advantage of broadband. Now he can stroll out into the garden from his home office, switch on his laptop, and connect instantly over his wireless network with clients in Australia, the USA and all over Europe.

Palace Marketing was founded in October 2002 by current Managing Director Chris Randles to provide web services and downloadable ringtones for mobile phones. He recruited Andrew Moore, then in local radio, as Technical Director after discovering their shared interests in Internet business through a chat room.

Opportunity to telework retains key employee

Unfortunately, growing turnover was matched by growing travel for Andrew as he spent more weekends with his partner in Loughborough, his home town. By 2004 he "decided that I wanted to move there but was seriously tied into working from the office. But I found that broadband and some changes in our work practices allow me to do almost all my work at home, and just go up to Liverpool



Andrew Moore working from home in Loughborough

"Broadband is helping us to win contracts with new clients from all over the world"

Key Facts

- **Palace sells ringtones and mobile media on-line to more than 50 countries**
- **Palace's business is built on fast download speeds**
- **Broadband enables home working and a better work-life balance for staff.**



“Without broadband, we simply wouldn’t exist”

every few weeks for meetings. Now I have a near perfect lifestyle. I can access all the files in the office without that awful train journey, and have instant communication with the people that I work with all over the world while sitting at home. Being able to work from there definitely makes me more productive and happier.”

£7000 a year of office costs avoided

Remote working has since been adopted by other staff and the company’s freelance accountant. She now accesses the company’s financial records from home. Palace estimates that this has avoided £600 a month rent in the additional office space it was previously considering. Broadband has also saved more money by allowing Internet phone calls, which are free if both parties have the right software, and cost 0.3p a minute for domestic and 1p a minute for international calls if not.

Palace is dependent on Internet technology and relies on broadband

Broadband has also been crucial to Palace’s rapid business growth. Many of the company’s ringtone producers work from home studios, using their own high speed connections to upload the large files to the Palace servers. One of these is located in Dallas. “I can access this 24/7 and work on it as easily as with our network in Liverpool,” Andrew observes. “The speed of broadband means we can do in minutes what years ago would have taken hours.” Growing broadband take-up in society also increases Palace’s customer base for ringtones - it has already received orders from over 50 countries.

Broadband has made Palace more responsive to customers

Chris Randles is convinced that broadband has played a crucial role in the company’s growth and success. “It has revolutionised the way we do things,” he says. “By being able to work from home, we can react instantly to our clients’ queries and demands in a way that wouldn’t otherwise be possible. And it’s very important that we are available when they need us. This flexibility - and the fact that we can now communicate easily and cheaply - means that broadband is helping us to win contracts with new clients from all over the world.”

He sums up with a frank admission. “Without broadband, we simply wouldn’t exist. In fact, if there is anything that you can do with broadband in your business that we’re not doing, I want to hear about it.”

Further Information

The Northwest Regional Development Agency wants the region’s people and businesses to benefit from the new opportunities created by the digital revolution. It has worked with partners to establish Digital Development Agencies in Cheshire and Warrington, Cumbria, Greater Manchester, Greater Merseyside and Lancashire to achieve this at local level. The agencies help identify ICT priorities for their areas, work with local organisations to identify projects to address them, and secure the resources to make these projects happen.