

Case Study – Veracity’s Story

“Superfast broadband has already made a massive difference to our business!” – Andy Porter Veracity Digital Limited, Chester.

Over 2,300 Chester city centre premises now have access to high-speed fibre broadband; one of the first Chester businesses to benefit from this upgrade has been Veracity Digital, specialists in video and TV commercials production.

Andy Porter, managing director at Veracity told us: “Before the upgrade to fibre broadband we could only upload files at around 1mbps, so trying to transfer high resolution films to clients for approval would take a number of hours and slow our whole system down to a snail’s pace. This was incredibly frustrating and when clients or suppliers wanted to send files to us, download speeds were also very slow – 10mpbs at best. We’re an international business, with clients in Europe and the USA, so speedy, efficient and reliable web transfers are critical.

“Upgrading to fibre broadband has made a massive difference. We are now shooting more and more video in High Definition 4K, meaning that the media files are significantly larger, but thanks to fibre broadband this is no longer a problem. We can now download files 4 or 5 times faster than before and uploads are 10 times faster. The new service has been a real boost for our productivity, saving a huge amount of time and frustration.”

