



Getting sounds to systems with superfast broadband

More than 50 bars, clubs, hotels, restaurants, and family entertainment centres now automatically download BeeBox's content for their daily-updated, tailor-made music, video, animation and on-screen messaging and advertising services.



Fibre broadband has helped BeeBox Systems to revolutionise the way music and information is delivered to the licenced trade and the leisure industry, introducing levels of choice and control that are unmatched by other providers.

Stuart Landreth, one of BeeBox's founders and directors, explains how superfast broadband has helped the company grow from a Blyth back bedroom 'good idea' in 2009, to a thriving concern today.

"Steven Fitch and I were friends from school, and his family ran a pub. We were interested in music, we did a little DJing in chain bars, and we both enjoyed programming and messing around with computers.

Work opportunities in Blyth were limited and we wanted to create a real business for ourselves. Using our programming skills to add value, we realised we could offer customers a new, more flexible and cost effective way to secure top quality music and information services."

Getting on the superfast track

"The traditional industry model for providing music services – still widely in use today – is particularly slow and inflexible. The service provider receives new material from the content provider, processes it onto computer, burns it to a CD, and then sends it by post to the venue for the landlord to upload locally. It takes at least a week to complete the end-to-end process when nothing goes wrong. An error at any step always means starting over.

BeeBox Systems provides background music systems and digital signage across the North East and, increasingly, throughout the country.

www.beeboxsystems.co.uk

Time is key and time is money. Using fibre broadband, we upload new content to our servers as it arrives from our providers. Every night, each customer's system automatically downloads a scheduled daily update that includes new releases and any requests that they have made. Whether it's a specialty music genre or new signage to promote a particular event in that day's diary, our clients have personal control of content in the environment they create for their customers.

If anything goes wrong or our customer needs a last-minute change in the scheduled programming, our fibre connection allows us to fix the problem remotely, in real time, often while the customer is still on the phone. The level of service and support we offer is in a different league to many of our competitors, and we know our customers appreciate the benefits."

Looking to the future with superfast services

"Broadband has always been essential to us, but superfast fibre has transformed the range and quality of services we can offer. We chose BT as our fibre broadband service provider and we have two BT Infinity lines with a custom-designed router that helps to load balance our needs for fast content turnaround.

We are moving away from desktop-based software to a web-based and cloud-based management system for scheduling music and video. We are aiming to hold everything on our web server so that we can work from anywhere, at any time.

We no longer experience capacity constraints that affect our general office systems, so we use all our time far more effectively. We automate where we can to add new services, and to keep our costs low and prices competitive.

Fibre broadband services are giving us a real competitive edge, and we can respond to anything that our customers need or want almost immediately. Although we are still a small company, we're proud to already have been able to create some new jobs in a struggling town."

BeeBox Systems' market-leading services are building a solid reputation in the sector that is driving company growth, with new contracts already in place with a national golf resort and hotel chain. To take their innovative services to further new customers, BeeBox now has reseller agreements in place to cover both the North West region and the London/M25 area.

Key Contact

Simon Roberson, Regional Partnership Director, North East

Email: simon.roberson@bt.com

www.btplc.com

Offices Worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract. © British Telecommunications plc 2014.
Registered office: 81 Newgate Street, London EC1A 7AJ. Registered in England No: 1800000. Designed by Strata.