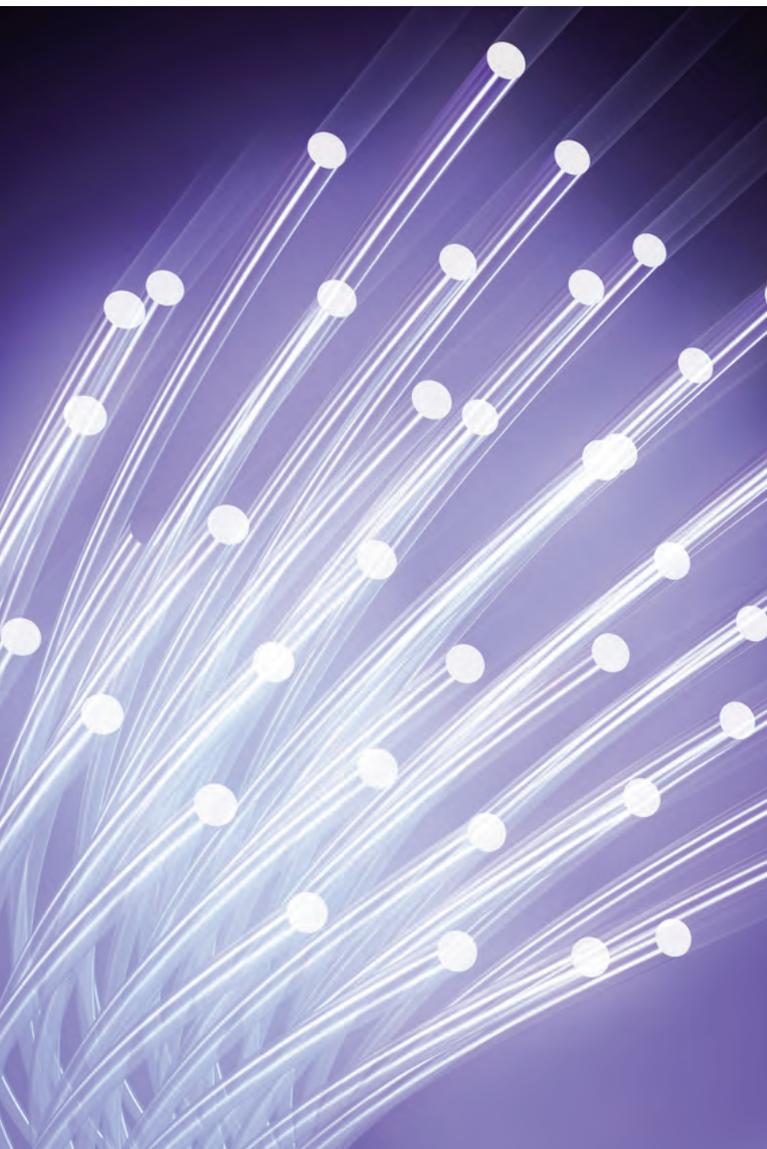




Building success on fibre broadband foundations



The UK construction industry sector is dominated by major national companies who compete for almost every building contract, even at a local level. **Gusto Group's** record shows that 'bigger' isn't always 'better'.

www.gustogroup.co.uk



Steff Wright, Chief Executive, explains how local and regional businesses can thrive and grow in the sector when they have the commitment, the expertise and the supporting systems to deliver a world-class solution.

“Gusto Group has been in business for 25 years, and we are still based in the village of Collingham on the Nottinghamshire/Lincolnshire border. Over the years, we have grown into a construction and manufacturing group that employs more than 100 staff in our design, manufacturing and construction divisions.

When we looked closely at our businesses, we realised we needed more from the internet. We are quite heavy data users, and we had been struggling with speeds as low as 1Mbps on some days. When we heard about the ‘Better Broadband for Nottinghamshire’ programme – and that Collingham was to be the first beneficiary – we placed our order as soon as the cabinet was installed, giving us a 60Mbps superfast connection. Our businesses have all benefitted.”

“Fibre broadband now helps us work the way we want to with our different customers. All of our businesses have benefitted”

Underpinning our business and services

“Fibre broadband now helps us work the way we want to with our different customers. Gusto Construction is our contracting arm and the bedrock of the group. It manages residential projects from building luxury homes to completing substantial housing developments. We serve the commercial sector too, building and refurbishing schools, shops, showrooms and community halls.

To manage these building projects effectively and consistently, we need easy access to a full range of plans, revisions, orders, schedules, files, milestones and activities on demand for each job. Every project's success depends on both the depth and quality of information we hold, and on how easy it is to access - in short, on the quality of our broadband connection.

Our approach is to adopt the latest construction techniques and always use new, energy efficient technologies in our work - we take the best the world has to offer and provide it for our customers. We call it 'thinking globally, growing locally', and it takes continuous research, assessment, learning and planning to stay at the forefront of developments. This again requires superior broadband service.

"Thinking globally, growing locally, requires a superfast broadband service"

At the heart of every successful project is a creative design that must reflect the needs of the client, the environment, the community and commercial reality. Among our group businesses, we have an in-house architectural practice - the award-winning Studio G - who work closely with both clients and our construction teams. They regularly need to send large planning files of proposals, specifications, drawings and 3D-models between sites and directly to customers. We now have 20Mbps upload speeds so plans can be sent in a matter of seconds whereas it could take hours before."



Platform for growth and transformation

"If superfast broadband has paid dividends for our client and project communications, it has transformed the way Gusto Group operates. Being able to rely on a stable connection at all times has dramatically improved the way we work day-to-day. All our files and all our systems are readily available. The speed and immediacy of our fibre broadband connection allows us to all get online at the same time, and do whatever we need to do almost instantly.

We had been holding off on upgrading our operating system to Microsoft Office 365 because we didn't think that our old internet connection would be able to handle so much data stored in the cloud. We couldn't take the risk. With superfast broadband, we now use it seamlessly and without a second thought. The ability to integrate all our communication and information systems and services has transformed our internal efficiency.



As a construction group based in a rural location ourselves, we know that when house-buyers are searching for new homes, the broadband speed available in the location is an important factor in their decision, as people often want to be able to work from home. Broadband is now widely recognised as the 'fourth utility' - buyers are discouraged by poor connectivity, but reassured by excellent connections."

"Bringing fibre broadband to rural locations can help revitalise local communities as well as small businesses in the regional economy."

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