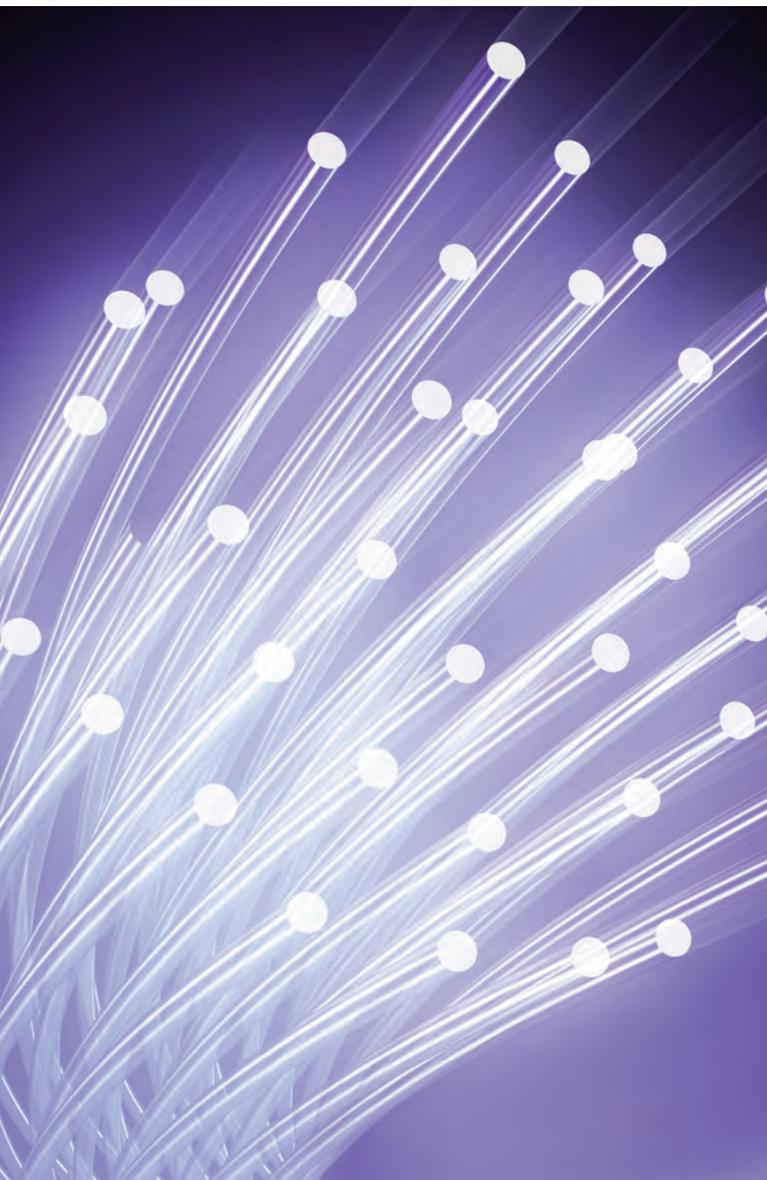




# Generating renewable energy with superfast broadband



Natural Generation Ltd believes passionately that we can successfully meet today's energy needs without compromising the future. Making the most of free and natural energy resources is crucial.

[www.naturalgen.co.uk](http://www.naturalgen.co.uk)



*Ivor Thomson, Natural Generation's Managing Director, explains how the power of superfast broadband helps to deliver effective renewable energy and quality energy management solutions in the South West of England and across the country.*

“Renewable energy and energy management are two sides of the same coin. Generating new green energy from solar and wind sources is only part of the story. To ensure the security of our energy supplies into the future, we also have to recognise how much power we consume, and use it far more efficiently, both at home and in business. We embrace the best of future technology to help our customers remain at the forefront of these innovations.



We are a renewable energy company, based in Perranporth in Cornwall. We started in 2006 with just two staff, and we have grown rapidly in recent years and we now employ 35 people full-time. We were one of the first small businesses to order superfast broadband as soon as it became available.”

## Meeting the hunger for power

“We are an internet-hungry business. We maintain over 150 wind turbines in Cornwall and others as far afield as Scotland. Each is connected to the internet, and we monitor each one online. If there's a problem, we see it quickly either on the large screen in our office or online, and usually we can deal with it remotely.

“High speed internet is vital to our core business operations and superfast broadband has been tremendous for us.”

We are accredited to design, supply and fit both domestic and commercial renewable energy installations, including Solar PV, Solar Thermal, Wind Turbine, Air/Ground Source Heat Pump and Biomass systems. Every project calls for a feasibility study and an installation plan that covers everything from grid connection, design, procurement and project management, through to installation, site work and ongoing technical assistance.



We have to manage lots of technical and regulatory paperwork, and many complex drawings, plans and documents have to be created, stored, shared, checked, agreed, logged and archived.

“We need the power of superfast broadband to support the systems that make it all possible.”

### Gaining speed, flexibility and resilience

“We depend on the 80Mbps speeds we get from our two superfast broadband lines to help us to carry out desk top surveys on Google Earth. We also now use Voice over Internet Protocol (VOIP) for our telephone systems, and that helps reduce the cost of our communications.

We routinely use video-conferencing over Skype to talk to and work with our international suppliers in Germany and Canada – we find that working face-to-face really helps to build better relations with our clients.

We have recently moved to a cloud-based server with a full cloud based support package. Having our systems hosted in the cloud gives us extra security. It means we can continue to operate as usual in bad weather, and that the business is not at risk in case of fire or flood at the office. It makes it easier to work from home or remotely just as effectively as we can from the office, whenever we choose.”



### Offices Worldwide

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### Making the most of a fibre broadband future

“Superfast broadband is already critical to the business we run today, but it is also the platform for our future growth and development. We plan to improve our website radically, adding new features which will attract more interested people and potential customers.

We will upload high definition video case studies that show the range of products and technologies we can offer to meet what our customers want. We will be putting a webcam on our roof, showing the beach and the wind turbines in the area. Our broadband connection will make a higher quality web cam experience possible for our online visitors, and allow us to show how we can help with their energy needs.



It is hard to quantify superfast broadband's exact contribution, but there is no question it is having a huge and beneficial impact on our business. By being able to do things remotely and in new and better ways, we are moving the business forward faster than would otherwise have been possible. Undoubtedly, this is leading to new job creation and it will continue to do so over time.”

“We are completely dependent on the internet so superfast broadband has made a huge difference to us and will help us to expand the business further in future.”

### Key Contact

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