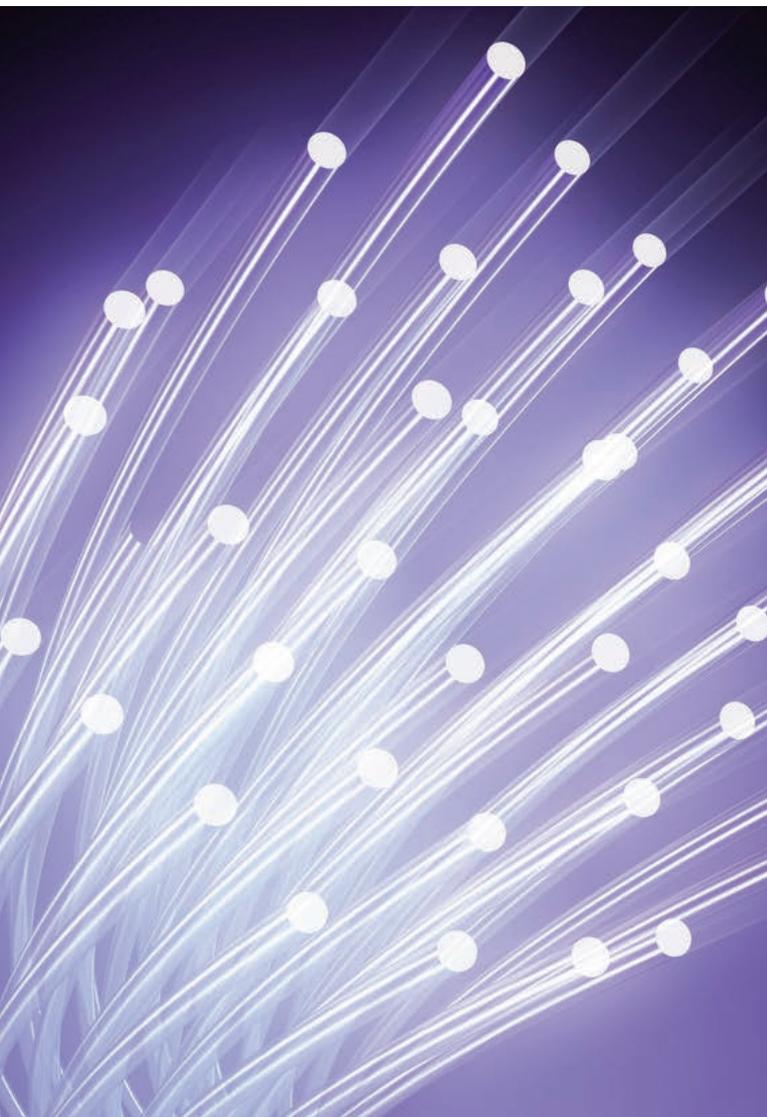




# Finding the best client solutions with superfast broadband



When making great software for the web is what your business does, you depend on the speed and flexibility of your broadband connections. Every project at **Porism Limited** needs to combine creative and technical development, with effective client communications and efficient management control.

[www.porism.com](http://www.porism.com)



*Mike Thacker, Managing Director of Porism Limited, explains how superfast broadband provides a stimulating environment for building creative software, and helps clients to get the most from Porism's solutions.*

“We have been developing software for clients since 1989, and we now develop bespoke database systems for the web. We give ourselves the freedom to come up with creative solutions, and we use established software development tools and third party products to create cost effective systems.

It's not about technical wizardry. We focus on helping our public and private sector clients achieve the community and commercial goals they have set, by producing systems that are simple to use and maintain.

The bandwidth that fibre broadband provides means our developers can always concentrate on the key design, build and test elements of the development process, without having to compete for supporting resources or worry about infrastructure overload. We can quickly upload our software to secure, dedicated hosting facilities on the web. Superfast broadband helps us produce better software, more quickly.”

“Reliable high speed broadband means we can draw on resources worldwide with minimal communication costs”

## Improving communications, cutting costs

“Our in-house graduate developers work closely with colleagues in India, and our fibre broadband connection underpins their working relationship, giving mutual access to shared development files and servers. At minimal communication cost, we use video, voice and text services to link with them over the web, and we can also now more easily involve our UK staff who work from home.

When projects go live, our fibre broadband link allows us to monitor systems and services in real time, and to troubleshoot any problems. The reliability of high speed broadband means we can instantly draw on our resources worldwide when we need to resolve issues quickly.

The benefits go far beyond improving the efficiency of the software development process. Superfast broadband also enhances the way we work with clients.



We find that regular video conferences with clients and partners help us understand and address concerns before they become problems, and they make it easier to keep complex projects on track. Everyone can present, discuss and review new proposals and suggestions, and work together on shared documents, in real time. Superfast broadband allows us to manage projects without incurring the high costs and hours wasted in travelling long distances to meetings.

Fibre Broadband is also an effective research tool for our own continuous professional development, helping us keep up with new technologies and approaches that can improve the ways we work with and for clients. We participate in interactive forums with other experts to devise technical solutions, and we use our new learning to improve the systems we build.”

“Video conferencing over high speed broadband means we can talk to clients without losing time and money to travel long distances”

### Looking to the future with fibre

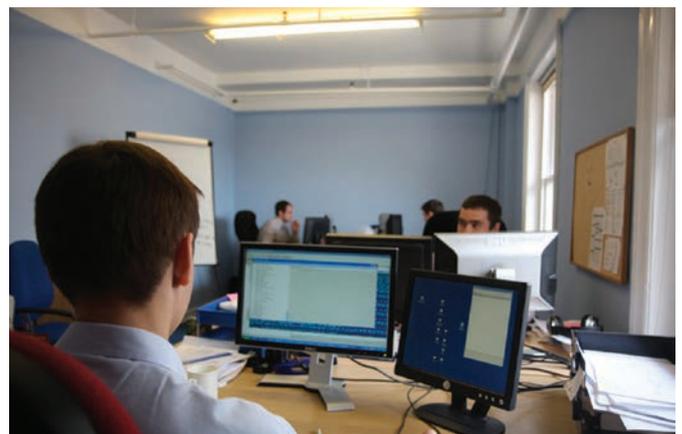
“Superfast broadband is transforming our business prospects. It used to be true that you had to be seen to be noticed in the software development market, but broadband communications means we don’t need a central London presence to make an impact. We now have the bandwidth to compete on an equal footing with any uptown agency.

Porism has grown more through reputation and repeat business than through aggressive marketing. We try to be honest and direct with both our clients and our suppliers, and we rely on the knowledge and professionalism of our staff to deliver productive, usable and stable systems.

We enjoy being a small company that works closely together to produce innovative systems and services for our clients. Of course we want to do even more in the future, but we don’t want to lose what makes us special now. So we take care not to overreach either our professional expertise or our human resources.

We deliberately control our company growth, both to guarantee our financial stability, and also to make sure we preserve the working atmosphere that we have cultivated. We have twice won Deloitte industry awards for business growth, so we believe we are on the right track. Superfast broadband has given us the freedom to choose our own direction and our pace, and it has made it possible to run our business the way we want.”

“Broadband communications means we don’t need a central London presence to make an impact”



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### Offices Worldwide

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