

# Objective One case study digital infrastructure



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The projects in the Digital Infrastructure investment cluster deliver both the roll out of broadband technology and importantly support this with business advice and training to maximise its use for business.

Modern Digital Infrastructure can be used to ensure connectivity across the globe and bring about long term improvements in business competitiveness. Key issues for Cornwall have been access to Broadband, business support to promote e-business as well as training to maximise ICT use for business, all of which have been tackled through this investment cluster.

## Rig Systems

Managing Director Jez Hunter says that Rig Systems have been “totally revolutionised by broadband.”

“Three years ago we employed two people and our annual turnover was £150,000. This year, our turnover is £550,000 and we employ 16. Without broadband and the developments it has allowed us to make to the business, we quite simply would not have seen that level of growth.”

Rig Systems supplies technical safety and rescue consultancy services to a wide range of clients, including the emergency services, public organisations such as councils and many blue chip private sector companies.

Jez says: “The impact of broadband on our business has been dramatic. We used to do everything by telephone and brochures. It was incredibly time intensive. **actnow** gave us investment to buy new PCs and laptops and to move from a peer-to-peer network to a standalone server, so that we could hold all the information we need online.

“We developed a three stage IT expansion strategy to build the cutting edge resources we required to underpin our services.

“The first part was the management information system enabling every process in the company to be carried out online – taking an order, raising forms, allocating resources, selecting a venue, programme delivery, monitoring records for students, printing training certificates – everything! We even built a free members’ area on our website to enable students and associates to access a library of rescue related resources. This area has over 5000 members already.

“The next stage was building a resource management system which incorporated stock



Managing Director Jez Hunter, who claims that broadband has taken his business to a whole new level.

control for our equipment sales arm and equipment allocation for our training services.

“And the third stage is to develop an e-commerce site to sell all our products and services online as well as gather client feedback.”

Jez says: “There is no question that the main factor in our growth over the last three years has been the way broadband has allowed us to take the business to a whole new level. For example, we recently won a big contract from the fire brigade and being able to show them our online student services really helped us win that business.”

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[www.actnowcornwall.co.uk](http://www.actnowcornwall.co.uk).**