

Objective One case study digital infrastructure



Objective One is
part-financed by
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The Objective One Partnership
for Cornwall & the Isles of Scilly

Somar International
Somar House
Truro Business Park
Threemilestone, Truro
Cornwall TR4 9NH

tel 01872 223000
fax 01872 264325
email
web www.somar.co.uk

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.

Somar International Ltd

Based in Truro, Somar International has been trading for over 12 years and operates in 73 countries worldwide, including the USA, Australia, Africa and Europe.

Somar International is an award winning company that provides innovative energy saving solutions to commerce and industry.

Kate Farrell, Operations Manager, says "Broadband has completely transformed our business. Before broadband, communication could be difficult as so many of our distributors do not have English as a first language. Broadband has improved our communications 100%. The speed of broadband has made a fantastic difference. We also spend a lot of time researching on the net and that is so much easier to do now."

actnow provided financial assistance to Somar to develop a new website that is well optimised for the search engines.

"Now 60% of our business comes through the website, www.somar.co.uk. Previously our website simply did not perform well on the search engines. Now we are right up there near the top. We use the website specifically to attract new distributors and with its current level of sophistication, we use the website to carry out all the front end of the business. Prospective distributors are directed to an extranet site, powerboss.net, where there is an Initial Strategy Document for a prospective distributor to complete. This means that the website acts as a filter for us. We now get better quality applicants as it weeds out those who are not really serious, saving us a lot of time and making the whole process more efficient.

Somar have also made use of broadband to instigate an e-learning system.



Kate Farrell, Operations Manager of Somar International Ltd, who says that broadband has been absolutely vital to building the business.

"Because all our distributors are scattered across the globe, providing training can be problematic so we made a decision to deliver training online. This would also save us time, be more cost effective and is environmentally friendly.

"We created our own bespoke online training programme, using a local supplier. The first phase, the Technical Entrance Examination, went live just before the end of 2006 and has already proved very popular with the technicians taking it and the Technical Team here at Somar. Phase two, being the delivery of Technical and Commercial Training, will go live in the autumn with further modules added on as we introduce new products."

Kate sums up: "Broadband is at the heart of our global business. It has been absolutely vital to us in building the business over the last four years and is central to our vision for the future."

**For more information about actnow visit
www.actnowcornwall.co.uk.**