



HOSPITALITY

Ensuring that the village pub, local restaurant and cafe remain vibrant and central to the community is a burning issue.

Fibre broadband is enabling centuries' old public houses as well as new and established restaurants and cafes to stay bang up to date. The services offered are once again making hostelrys the centre of the community. Great for the village, great for the villagers and great for local business.

Hub at the pub!

WiFi can be offered free to customers so entices a wider clientele. Business meetings can take place over lunch, and rooms can be hired for larger meetings. Meeting delegates can access the internet using their laptops, tablets and smartphones, while others use Skype, with no buffering or deterioration of service. Bed and breakfast guests are attracted by the ability to stay in touch with home or work, and being able to access home entertainment from their rooms, using services such as Netflix or LoveFilm.

Live streaming

Live music events are streamed onto the website and used for marketing purposes. Special events are arranged to attract new community groups, for example, video link ups with groups or events of interest to local people. Even the latest movies could be streamed into community centres or the pub.

Cloud computing

It's not only the customer experience that improves with fibre broadband. The back-office side of running a business - from online banking to stock control - is made swifter and easier, saving time and money. Data is backed up remotely via cloud computing. Interaction with suppliers can take place via video conferencing.



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