



## CASE STUDY

# INTERNET CONNECTIVITY

**CHALLENGE:** To replace the existing broadband connection with faster and more reliable connectivity.

**BACKGROUND:** During an initial government-funded Digital Strategy Review meeting with Mark Lindley from Hartpury Agri-Tech Centre, a significant obstacle to the adoption of digital technologies was identified. In particular, online services and livestock management solutions aimed at enhancing farm performance and sustainability. The current broadband connection proved inadequate, being both slow and unreliable.

This deficiency had a tangible impact, making it exceedingly challenging for Sam to carry out essential online tasks. Additionally, the implementation of crucial livestock recording software, essential for monitoring and enhancing enterprise performance, was hindered. The timing added urgency to the situation, as Hannah, a partner, required the ability to work online during her maternity leave.



I would recommend the Agri-Tech Centre to anyone seeking invaluable support and advice for their agricultural business. The transformative impact of their tech solution on my farming business has been nothing short of extraordinary.”

Sam Whistance



**OUTCOME:** An initial survey determined that the farm site was suitable for a wireless connection based on a local network.

This solution was ideal as it offered:

- Short timescale for implementation
- Reliable connectivity providing approximately 35 mbps data speeds
- No disruption to the existing connection enabling existing services to continue
- No requirement for new/additional telephone cabling
- Cost effective data and calling packages
- Reduced costs thanks to government funding

Following the no obligation survey, Countryside Connections were chosen to provide a wireless based system. Following a 3-hour installation and set-up of connections to computers and mobile phones the new fast connection was up and running - all within weeks of the initial review.

