



John McPake

John McPake is from Menstrie in Clackmannanshire and the difference that fibre broadband has made for his photography business – ‘The Big Picture’ - has been incredible. John has been a professional photographer for over 40 years and upgrading to fibre broadband has been invaluable for maintaining professional client communication.

“Upgrading to fibre broadband has enabled me to quickly upload and post my images on my own website. With a password my clients can download their images at their convenience.”

Client Communication

As John deals with various clients from throughout Scotland it is extremely important that his business has an effective way to communicate with clients effectively and quickly.

Before upgrading to fibre broadband, John personally had to hand-deliver files on a CD or DVD to clients to ensure that a professional service was given. This meant that there were times that he had to turn away work due to the time constraints. John just wasn't able to upload a large volume of images in a short time, to meet clients' deadlines.

John says: “Now that we are in the digital age, everyone needs their images quickly. As technology has moved on, most companies and organisations that I deal with no longer have CD or DVD drives on their computers as everything is done on the ‘cloud’ instantly.”

However, as a result of upgrading John can now send these large files in a matter of minutes which massively saves time and helps John deliver services to clients more efficiently.

John says: “Upgrading to fibre broadband has enabled me to quickly upload and post my images on my own website. With a password my clients can download their images at their convenience. Fibre gives me a minimum and consistent download speed of 32 Mbps and 8 Mbps upload speed. The continuity of this service is very good and it has never dropped off.

“It means I can come back from a job and upload the images I have taken, very quickly. This means my clients get access to their pictures in hours rather than days.”

Website Activity

As John can now work with large image files, he has been able to upgrade his website with higher quality images that illustrate effectively the services that ‘The Big Picture’ offers.

John said: “My website (thebigpicture.uk.com) is extremely important to my business as it showcases the services that I provide.

“Before I got fibre, my broadband speed was 5 Mbps for downloading and less than 1 Mbps for uploading. As it was so slow, it would take hours to upload images. There was no continuity of service and it would regularly stop in the middle of an upload.

“I would encourage everyone to check the Digital Scotland website www.scotlandsuperfast.com/where-when to find out if you can get the service. The difference it has made to me and my business has been incredible.”

www.scotlandsuperfast.com

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