



CONNECT CARDIFF

Business description: Internet service provider

Location: Cardiff

Founded (date of incorporation): 5 May 2004

Last reported accounts: March 31 2009

Turnover: £146,000

% Change turnover: 38%

Background to company

Connect Cardiff is the capital's own internet service provider (ISP). As Wales' first independent, privately funded organisation to start laying its own fibre optic network in Cardiff, the company provides broadband services to businesses across Cardiff and South Wales. The company's success to date has come from working on an aggregate price model within a community, providing reliable 2Mb and 10Mb and up to 1Gb broadband lines more cost effectively than larger, well known corporations. Their service delivery is completely scalable for any type of business. For internet connectivity Connect Cardiff has paired with Tier 1 providers including BT to provide resilient high capacity services.

The company has its own local engineers with both knowledge of the area and ability to offer rapid support. As experts in fibre and wire installations, Connect Cardiff is capable of achieving broadband connections even when there is no current service through wireless and microwave links. This allows for alternative service provision where connectivity is difficult or expensive as well as dedicated links



between an organisation's offices on a UK-wide scale. In addition to traditional internet access, Connect Cardiff offers server co-location, on-demand computing, a data center, business continuity and on-line data backup services. For connectivity with the rest of the UK, local companies can either utilise low cost VPN (Virtual Private Networking) technology or take advantage of Connect Cardiff's high speed connection with the BT MPLS network.

Among its growing client base, several construction companies have benefitted from temporary connections where time on site is less than a year and from Cardiff Connect's ability to deploy communications to greenfield sites with 48 hours.

Cardiff and Wales currently suffers from a lack of competition within the telecommunications market place when compared to London and other large metropolitan areas. Connect Cardiff has seized the initiative to be the first independent, privately funded organisation to start laying its own fibre optic network in Cardiff. Connect Cardiff is looking to establish links with multi-tenant buildings and

business parks in the Cardiff area. Offering high speed data communications access to a development is a major attraction.

www.connectcardiff.co.uk

Comment

Cardiff Connect's business is in one of the most exciting and dynamic sectors of the UK and global economy. It is interesting to see the development of niche, localised players in the provision of the sort of information technology services that this company provides.

Undoubtedly volume competitors such as BT and Virgin have an advantage over smaller providers such as Connect. Connect will have to be nimble and alert to changes in the competitive market. By offering the sort of innovative and customer focused service that it does, Connect will be able to establish a firm base in Cardiff and the region.