



BTOPENWORLD BROADBAND

CASE STUDY

Paul Flanagan – Cybernetic Productions & Entertain Ltd.

Internet entrepreneur Paul Flanagan runs two companies in London, Cybernetic Productions and Entertain Ltd, both of which have adopted ADSL technology.

Both businesses rely heavily on the Web and have embraced the full benefits of BTopenworld Broadband. Cybernetic - an innovative firm which produces multiplayer games for non-traditional purposes, such as team building in business environments - has been operating for four years, but Entertain Ltd is just eight months old and was created to commercially exploit 3D game technology through Broadband. The company is using this to develop interactive advertorials, enabling people to experience products through participation, rather than merely being a passive viewer.

Paul spends 60 hours per week online because of the nature of his work, so the always-on facility of BTopenworld broadband means he receives true value for money.

His employees use the Internet for a range of purposes, but the primary one is product development. The business is distributed in various locations across the UK and US, so BTopenworld Broadband has become an essential business tool for Paul. Staff are able to swap data with colleagues around the world at the press of a button instead of waiting for the information to download.

“A product that is created in Edinburgh, for example, can now be sent to our suppliers in the States instantaneously, for development or approval, rather than having to wait for them to receive it by post on a CD.”

Also under development by Entertain Ltd. are virtual meeting rooms, for users to talk online in a ‘conference room’ environment. The sets and buildings have already been completed and they are now working on creating the people.

“The main advantages for our businesses are that we can download large files, plus the fact that it is on all the time,” said Flanagan. “It is a really good, fast and reliable service. We used to spend a lot of time dialling in but now that the service is on all the time for a fixed monthly fee, it costs less. Previously, we always wanted to download large files but couldn’t do it. Entertain Ltd would not have been created if ADSL had not been available to us.”