



**Unleashing
Potential in
GigCity:**

Timely
Louise Blakely

After selling their tourism software BookIt to Trade Me, entrepreneurs Ryan Baker and Andrew Schofield established Timely, appointment scheduling software for small business. With Timely staff working from home in Dunedin, Wellington, Auckland and London and its customers spread across the world the Timely team love UFB. Digital Marketing Manager, Louise Blakely works from her Dunedin home and explains how gigabit fibre has improved her world.

WHAT ATTRACTED YOU TO UPGRADE TO GIGABIT FIBRE?

I'd been waiting and watching out for access to the gig. When it came I was delighted and so signed up straight away. I've had it since August 2015.

HOW HAS GIGABIT FIBRE MADE YOUR WORK MORE EFFICIENT?

It didn't take me long to work out that to make the most of the gig I needed to plug directly into the router rather than use it wirelessly. Once I worked that out uploads and downloads became instant! The main thing I noticed was that everything is more reliable and stable. Gone are the days when I'd be uploading digital campaigns into an online advertising platform and it would time out, forcing me to start again. Now everything just happens.

WHAT WOULD YOU SAY TO OTHERS CONSIDERING GIGABIT FIBRE BROADBAND?

Its definitely worthwhile. The thing about broadband is that when it works perfectly you don't take any notice. However, when it's not working it causes all sorts of frustrating delays! Now I don't have any of those and that is the way working online is supposed to be.

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Dunedin, NZ