

## Case Study... Blitzworld

### Blitzworld races ahead with UK Online Business Broadband



#### How did Blitzworld's get started in business?

Steven Malpass is a 36 year old entrepreneur and a fully-trained mechanical engineer whose passion centres on all things automotive. His story starts back in the summer of 1988 when, Steve saw an advert in a magazine for an off-road, go-kart. He realised the potential to make it more than a kart and turn it into a high-performance, road - legal buggy. It was based on the humble origins of a Fiat 126. His passion - combined with a great idea - flourished when he took the car to a kit car show in the Midlands where people wanted to buy it.

As a result, Steven gave up his nine to five job at an engineering firm to set up his own company, Blitzworld. The origin of the company name arose because the first kit car created was codenamed 'Blitz' as it literally blitzed every other kit car on the market. After several years working out of his garage, sales had quadrupled which meant that Steven needed to acquire premises for a new company headquarters in Stoke-on-Trent - complete with its own assembly plant and retail unit.

The company had export agents in Holland and a manufacturing plant in County Durham. Today, Blitzworld has achieved the position of being the one of the biggest suppliers of 'on and off-road kit cars' in the UK - both ready-assembled and in kit car form. In addition, the company sells motorised go-karts, hundreds of kit car accessories and race days at tracks in Staffordshire, Cheshire and Derbyshire.

#### Blitzworld's Broadband Solution

Steven's business relies heavily on high-speed broadband, with a fast-moving, multi-faceted business - it has to!

Previously, Blitzworld used dial-up for email and Internet access because the business was based in a rural location where broadband was unavailable.

Steven Malpass, owner of Blitzworld said, "Dialup was painfully slow. It took all day to respond to our enquiries and orders via email and our website - and also it cost 10 times more than broadband!" When Blitzworld moved to its new headquarters, Steven found that it was now possible to have broadband. He knew this was the right solution for the business and long overdue. So he set about making enquiries and investigating different suppliers. "I looked at the global and big UK telecoms companies but found that customer service and their packages would not have supported my business requirements. This is why I selected UK Online. He added, "Not only did I know that I would get professional quality broadband from UK Online but also their support staff were available on the telephone to resolve any problems, putting them in a different league to most suppliers. I was confident that they could solve any issues before it had an adverse impact on my business."

#### Benefits

- 75% increase in productivity through faster, effective management of ecommerce
- Broadband supports mobile working, ensuring access to enquiries & orders at all times

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Broadband has made a big difference to the running of Blitzworld through faster and easier communication. Steven added, "Over 60% of our business is done via email and the website - from customers ordering kit car parts and accessories through to responses to our direct mail campaigns. By moving to broadband, it now takes us a quarter of the time to manage and respond to the 20 to 30 email and web orders and enquiries we receive daily - leaving me to focus on sales and developing the business," said Steven.

### Mobile Working

Steven and the Blitzworld team attend over 10 kit car shows every year across the UK from Exeter to Harrogate, including the MPH & Autosport show at the NEC in Birmingham. Apart from that, work-life balance is important to Steven: not only does he design, build and race kit cars but, in what spare time he has, he goes catamaran racing and also enjoys skiing.

As a result, he needs to know that there is a robust communication system in place to support the business and allow him to keep in touch wherever he is.

Steven summed this up, "Our broadband has the reliability and flexibility we need, enabling me to access important business information and emails via the UK Online web portal - even on my PDA when I'm skiing in Canada!"

### The Future

Broadband will continue to support business growth at Blitzworld. There are grand plans for the development of an affordable super kit car which is set to achieve 0 to 60 miles per hour in less than three seconds. This just might be the vehicle for Steven to achieve his ultimate ambition of appearing on Top Gear!



**Steven Malpass**  
Owner of Blitzworld

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### UKOL package used

- Professional broadband package including: 24/7 Freephone IT support; internet security

### About UK Online

UK Online is a broadband provider specialising in supplying professional grade internet connections to recreational, home office and small business users nationwide. UK Online recently identified that only one third of small and micro-businesses in the UK have an internet connection, thereby missing out on the commercial benefit the internet can offer. With a strong focus on customer service, UK Online is fast emerging as a leading supplier of broadband and internet services to the professional broadband sector. Unlike many providers to this market, UK Online's quoted prices include VAT. UK Online is a pioneer of Local Loop Unbundling (LLU) for consumers and was the first UK provider to offer a national unlimited broadband service at up to 16Mb. The company's commitment to LLU was recognised by the ISP industry with a Commendation for Innovation at the 2005 ISPA Awards. UK Online was founded in 1994. The company was acquired in 2005 by British Sky Broadcasting group, which has a total market capitalisation in excess of £9bn. As part of the Sky group, UK Online has access to a unique heritage and a world class IP network. UK Online services are available to over 70% of the UK's homes and businesses.

For more information:

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