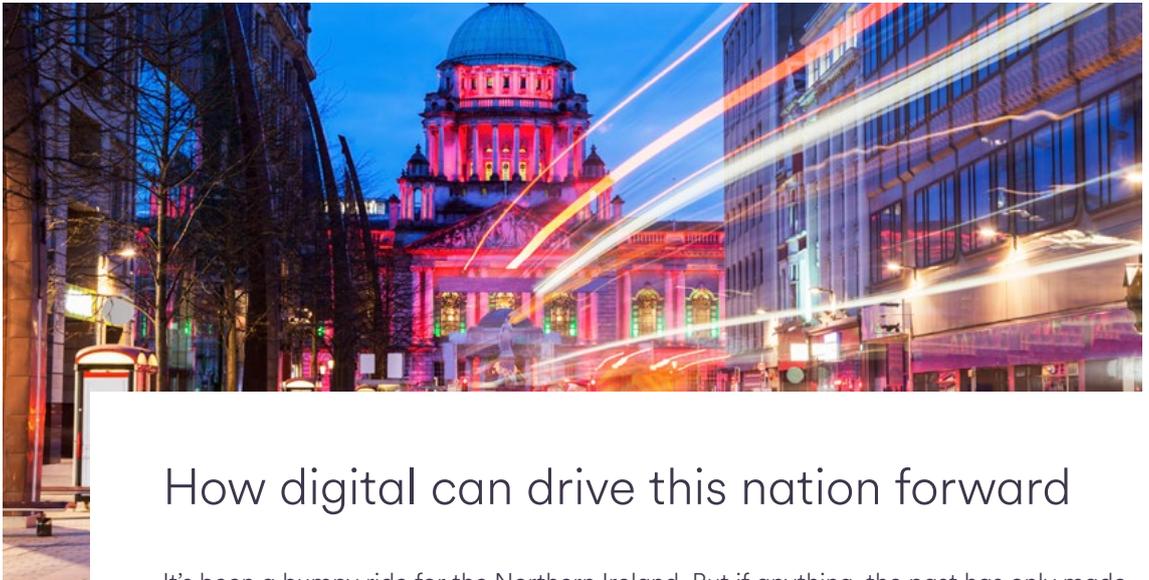


BUILDING SMARTER FOUNDATIONS ACROSS NORTHERN IRELAND



How digital can drive this nation forward

It's been a bumpy ride for the Northern Ireland. But if anything, the past has only made the nation stronger.

Northern Ireland built the famous Titanic – the largest passenger liner at that current time. It's also home to the world-famous Giant's Causeway and, more recently, played host to many iconic scenes in the popular "Game of Thrones" TV series. These attractions are a few of the many reasons John McGrillen, Tourism NI Chief Executive, expects Northern Ireland to hit £1 billion of tourism spending by 2020.¹

And it isn't just tourism that's driving this country forward; it's a great place to do business too. The digital sector contributes £1 billion to the economy alone.² And of the almost 900 companies to invest in Northern Ireland, nearly 75% end up reinvesting.⁴

With so much interest in one of Europe's youngest countries,⁵ there's never been a better time to develop a digital strategy that's both smart and efficient – helping the people, businesses and public sector of Northern Ireland to achieve their full potential.

Sources

¹ BBC, "Tourism in NI 'on target to be £1bn industry by 2020", bbc.co.uk/news/uk-northern-ireland-48543995.

² Invest in Belfast, "Belfast. Ready for business", investinbelfast.com/why-belfast/.

³ Invest Northern Ireland, "Think Northern Ireland", investni.com/static/library/invest-ni/documents/think-northern-ireland-brochure.pdf.

⁴ Ibid.

⁵ Invest Northern Ireland, "Key facts and figures", investni.com/invest-in-northern-ireland/key-facts-and-figures.html.

“In return for so much, what shall we give back?”

—Belfast City Council motto

For the North!

You may not realise it, but we've got a strong presence across Northern Ireland, with almost 60 members of staff in five separate offices.

Our Voom Fibre network provides more than 69,000 premises in Belfast alone with broadband speeds of up to 500Mbps. We're also working with organisations such as:

- Kennedy Recruitment, which now has connectivity that's 13 times faster than before
- Bombardier – connecting its four sites in Northern Ireland with Dedicated Internet Access (DIA)

So far, we've invested £13 billion into our wholly owned network and at any one time we're building to approximately 150,000 premises with around 400 crews.

There's more to give this great region...

...and there's more this great region can give:

- **To public services**

We're supporting Health and Social Care Trusts' workforces of over 20,000 with the online digital tools they need to provide the very best services to around 340,000 Northern Ireland residents.

- **To start-ups and small businesses**

We believe start-ups and small-medium enterprises have a pivotal role to play in our future. That's why we take part in government-backed initiatives like the Gigabit Broadband Voucher Scheme to offer big discounts on our Voom Fibre connectivity packages to smaller businesses.

- **To large enterprises**

We've already supplied some of the largest organisations in Northern Ireland with our solutions and services – from DIA and Voom Fibre connectivity, to on-site engineers and complete WAN circuits – helping them adapt to new ways of working and empower their staff to work more efficiently.

- **To the people of Northern Ireland**

Our aim is to partner with the public sector across Northern Ireland and provide the digital tools organisations need to put citizens in control of the services they have access to – regenerating communities and improving the quality of life for people across the country.

Crossing the causeway to a smarter Northern Ireland

Together, we can help Northern Ireland become even smarter.

Find out how by reading our full article [here](#).