



## CASE STUDY

# Mel Parry

Mel Parry is a photographer and graphic designer from Anglesey, whose business is about 75% photography and 25% graphic design. He offers a variety of photography services including weddings and events around the area.

### Connectivity requirements

As part of his work, especially with event photography, Mel requires a fast and reliable internet connection that enables him to upload a large volume of high-resolution images over a short period of time. His income from events is based on sales and is dependent on how much he can upload as fast as possible. For instance, there was a case where he was expected to upload about 25,000 high-resolution files within 24 hours.

Before, he faced an issue with network overload – if multiple devices in his house were using the Internet, making use of high amounts of bandwidth at the same time, it would affect the speed of his Internet. His initial solution was to sign up for another broadband plan for his business.

His main issue is with the reliability of upload speeds with the broadband plans. Sometimes the upload speed would be between 4-5 Mbps which would be fine, but they sometimes dropped down to 0.25 Mbps. He finds this unacceptable because it results in financial loss for his business.

### Starlink trials

At the time of writing, Mel has loaned a Starlink dish from Menter Môn after seeing some leaflets about it. He found it easy to set up: after placing the dish in the garden, he found that he was able to access the Internet immediately without needing to set up any software drivers. The upload speed is around 15Mbps, which is robust enough for his business needs.

That said, he has only been using Starlink exclusively for work. He is looking to test Starlink's performance by testing its speeds when other devices in his house are using it as well. He also has an upcoming event where he will expect to upload between 7,000 to 8,000 high-resolution images for it, so this will be a big test for Starlink's capabilities.

He found it easy to set up: after placing the dish in the garden, he found that he was able to access the Internet immediately without needing to set up any software drivers.