

# Clonnav Fly Fishing and eircom broadband

"Our business is thriving now and broadband has really made the difference."

- Andrew Ryan,  
Founder, Clonnav Fly Fishing.



**Clonnav Fly Fishing, which was founded five years ago by Andrew Ryan, is based close to the Nire Valley in Clonmel, Co Waterford. The business not only provides guided fly fishing trips and courses, it also offers all the equipment necessary for the avid fly fisher. The company has had a website since its launch in 2003; however, since Clonnav Fly Fishing signed up for eircom broadband at the end of 2007, the site, and the firm's online business, has gone from strength to strength**

## Flying with broadband

When it launched five years ago Clonnav Fly Fishing initially had a dial-up connection, moving to an ISDN line shortly afterwards. Although founder Andrew Ryan recognised the advantage of having an online presence, without broadband he had to drive into the nearest town to access a Wi-Fi network in a local McDonalds every time he needed to update his site ([www.flyfishingireland.com](http://www.flyfishingireland.com)), upload a new image, or even send large files via email. This was a very inefficient system in terms of time but also because Andrew said he used quite a lot of diesel each time he had to update his site.

"With dial-up updating my website was a very slow and time-consuming process because I had to drive to the nearest town to access a Wi-Fi connection there," explains Andrew. "Also, we have a printed catalogue of all our products and whenever I was sending that to the printers I had to use the Wi-Fi connection in town in order to send the PDF via email."

Now, with broadband, Andrew says he can update the site whenever he wants to and he can add as many images as he likes. Importantly for Andrew, this means that Clonnav Fly Fishing can always offer the most up-to-date information to its customers, many of which travel from overseas to take part in one of Clonnav's fly fishing courses or trips.

## Fishing upstream with new technology

As well as providing comprehensive information on its range of courses via its website, Clonnav also offers an online store where visitors can order a wide range of equipment for fly fishing, from clothing to tackle. Over the past year the online aspect of the business has grown considerably, according to Andrew, who says the website has become an increasingly important sales channel for Clonnav. "I can upload new products regularly now, making sure that customers have a wide range of all the latest products to choose from."

Eager to embrace Web 2.0 technologies, like social networking and online videos, Andrew has recently begun using YouTube to create videos of product reviews for the site, something that wouldn't have been possible without broadband. Video reviews of products provide an extra aspect to the Clonnav site, as visitors are able to see the products in action, explains Andrew

## What's down the line for Clonnav?

Andrew has big plans for the future; he intends to launch a second website that offers courses, trips and equipment for sea fishing enthusiasts. This will be a separate site to [www.flyfishingireland.com](http://www.flyfishingireland.com) and will feature many of the same functionality of the fly fishing website, including an online store. But Andrew said that without broadband he would have had to make some serious decisions if he were to go ahead with the sea fishing site.

"If we hadn't broadband we would have had to move premises into town in order to launch the new site," explains Andrew. "As it is we can stay where we are and expand our business."

"Our business is thriving now and broadband has really made the difference," says Andrew.

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