



THE ECONOMIC DEVELOPMENT AGENCY FOR THE CITY

Digital Stream
Case Study
September 2009
Interview with Russell Brown

Opportunity Hamilton - Your Business Development Partner

For over 20 years, the team at Opportunity Hamilton has worked with some amazing businesses in and around Hamilton. One of the most rewarding aspects of our work is the chance to assist companies through each stage of their growth and development. Many businesses we've helped started with a simple idea and are now some of the most successful companies in the region.

The recent process of developing our new website provided a great occasion to touch base with past clients and talk to them about how they've benefited from working with us over the years. Many of their video and pictorial stories you can find scattered throughout our site at www.opportunityhamilton.co.nz

One client who's a great example of how Opportunity Hamilton provides services to help you at each business stage is Russell Brown, owner of Digital Stream. We helped him start his business when it was just an idea and he's grown his company into one of Hamilton's most successful IT businesses.

We've recently interviewed him about his business journey. Take a look at how he got started and grew in Hamilton – perhaps you'll relate to his story and see how Opportunity Hamilton can help you too.

Russell, what does Digital Stream do?

We're essentially an IT company and we help our clients develop digital ecosystems.

By this I mean we assist them with website development, intranet design, e-commerce solutions and email marketing campaigns.



How did you get started?

About ten years ago I was between jobs. I had experience working at the University's television station and doing a lot of videography work. I was thinking about starting my own business and had the idea of taking video to the web. Unfortunately I wasn't the founder of You-Tube!

However, I ended up at Opportunity Hamilton going through their 'Be Your Own Boss' Programme. They helped me put some structure around my business idea with a solid business plan, and I started Digital Stream.

Tell us how Digital Stream has evolved?

We now have two offices in New Zealand – one in Hamilton and one in Auckland. And, we've grown from me doing all the work to employing 14 staff. We also service a range of client around the world. We have a lot of clients in Hamilton, Auckland and throughout New Zealand. Plus, service businesses in Australia, Fiji, Thailand and the UK.

How have you benefited from working with Opportunity Hamilton?

The best part about working with Opportunity Hamilton over the years is that they have services that have helped me at each stage of my business. They helped me start out when I had a good business idea, assisting me to get my business planning and action plan in place. And, they've been there as I've grown as well.

My staff and I have especially found their Enterprise Training Programme beneficial. We've taken advantage of a range of training programmes, like marketing and accounting. As you grow, you and your staff often need to brush up on skills and Opportunity Hamilton has great programmes to help you do that. And the best part is many of their programmes are free to qualifying businesses.

Have you enjoyed operating a business in Hamilton?

It's great doing business in Hamilton. We're just gone through a hiring phase and it's great at those times to have the University of Waikato and Wintec on our doorstep.

Plus, there's a great range of other small businesses operating in the city, which provides a terrific opportunity to network and learn from each other. There are also some great clusters in Hamilton – these provide a way to meet others in your industry and work together.

There are a lot of world-leading, world-class businesses in Hamilton and it's exciting to be a part of that business climate.