



G R E A T P L A I N S  
C O M M U N I C A T I O N S

## CASE STUDY

*With Great Plains Communications fiber Internet, the upload speeds are so fast that we can go get a cup of coffee and when we come back, thousands of photo images are uploaded to our off-site servers. Our colleagues doing the same work without a fiber connection would be waiting until the next day for a similar upload to finish.*

BRIAN BAER, OWNER  
BAER STUDIOS

### COMPANY

Baer Studios

### LOCATION

Kearney, NE

### INDUSTRY

Retail/Specialty

### SERVICES

The portrait artists at Baer Studios capture memories and create art for clients to display in their homes.

888-343-8014

[gpcom.com/business](http://gpcom.com/business)

Brian Baer is the owner of Baer Studios in Kearney, Nebraska. Baer is also a portrait artist, visionary, creativity engineer, master craftsman, and photographer. He and his team do much more than take photos. They create striking images worthy to hang on walls and capable of making hearts skip a beat.

Baer Studios began in 1996 and specializes in the portrait categories of seniors, family, children, and business. Baer described their range of work this way: "We serve a lot of needs. We do everything from a child's portrait session to a fall family portrait session to senior experiences with high school seniors. We'll even go to high school sports events to do individual and team photos for local schools and groups."

Through the years, Baer Studios has seen technology change dramatically. Baer said, "We started shooting film, and now we're shooting digital. We were in business back in the dial-up era, and worked with every subsequent generation of Internet service along the way. Technology keeps evolving. We currently connect with our clients by email, phone, or through our website at [baerphoto.com](http://baerphoto.com). Great Plains Communications has a hand in each of these connections."



***“The speed of our fiber Internet from Great Plains Communications plays an integral role when we do volume projects for local schools and groups. We show up and photograph 100 kids and create thousands of images. When we come back to the studio, we can finish the uploads in just minutes. Our clients often get to see the images the same day the pictures were taken, while the excitement is still high, and they can make their decisions immediately. This means a better experience for our clients and better sales for our business.”***

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He added, “The biggest growth potential for Baer Studios is serving the needs of sports leagues and community schools, both in the Kearney area and outside of it. Because of fiber Internet, our ability to scale up is not limited by upload speeds. Thanks to Great Plains Communications, we’re not waiting on files to upload anymore and have the capacity to serve more people. We hope to grow our business three and four times over in the future.”

***We need a fast Internet connection because we have lots of data that must be sent to the cloud for storage, to our lab partners for printing, or to our proofing host for our client connections. Our bandwidth needs will continue to grow as our business grows, and we expect Great Plains Communications to be an integral part of that process.***

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