



CASE STUDY

Mayridge



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- David Freeman, Managing Director, Mayridge

At A Glance:

Company: Mayridge

Location: Stratford-upon-Avon

Industry: Marketing

Challenges:

- Fast growth stressed current internal IT infrastructure and resource
- Needed a reliable email solution that was accessible across multiple operating systems
- Needed a solution that would support their growth into foreign countries

Solution:

- messagehub Business Hub

Results:

- World class email and collaboration system that required no capital outlay
- Users can access their information on the move and between countries
- Risk of running an internal solution has been removed and the business has been able to focus on the continued growth of the organisation

The Mayridge Group is a leading marketing, communications and design agency. They were formed in 1980 and focus on their particular specialisms in 'live events' such as exhibitions, trade shows, conferences and product launches all around the world.

Their Head Office is situated near Stratford-upon-Avon and in 2004 they acquired a subsidiary business in the Czech Republic. They also manage a global exhibition for nearly 10,000 delegates, which moves to a new continent each year.

With a doubling of turnover in 3 years and constantly-growing staff numbers, MD David Freeman knew that a fresh approach was needed to their IT infrastructure.

David says "Our in-house systems and part-time IT support were simply not good enough for the business we had become. With further growth and expansion planned, we needed to put reliable systems in place that would allow us to continue growing without placing extra strain on our business communications."

With major capital investment into the growth of the company, David did not want to have to gear-up the company servers to cope with the size of business they were forecast to become, until an equivalent level of revenue was available.

Mayridge transferred all their email business to messagehub against stiff competition and this enabled all their personnel to access their communications wherever they were in the world. The collaborative diaries have also proved a big advantage.

David Freeman also points out an unexpected benefit. "In the recent hot weather, our server room became overheated and caused mechanical problems. Then the thunderstorms came and wiped out our power supply so the team here just packed up and went home. From there, they can log on and business was fully resumed without the clients even noticing."



messagehub

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