



CASE STUDY

smartfundit.com

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- Simon Ward, CTO, smartfundit.com

At A Glance:

Company: smartfundit.com

Location: Surrey

Industry: Funding Solutions

Challenges:

- To cut the cost of IT as the current email solution was too much of a burden for internal management
- Business is fast growing and needs scalability

Solution:

- messagehub Business Hub

Results:

- Complete and seamless transfer of email to an outsourced fully managed solution, freeing valuable management time
- Ensured complete, smooth running of a critical business tool with no burden on internal staff

smartfundit.com was co-founded in January 2006 by Justin Floyd and Suki Gallagher. Both were experienced finance and software specialists who shared a common frustration about the way technology finance traditionally worked - and a common idea about how to make it work better.

"The market demanded better. Flexible software finance was a common customer need, but one that was not being met by the industry. We not only knew how to address this need, we were confident we could provide the means to make IT finance fairer and available to all," said Suki Gallagher, CEO, smartfundit.com. "The solution was smartfundit.com."

smartfundit.com is the world's first online technology finance marketplace. It provides the sellers and buyers of IT hardware and software with an independent, transparent and flexible means of providing or sourcing finance, irrespective of the size of deal or customer. Not only has this opened up the option of finance to companies previously considered to be too small or too high risk, it has made it easier for organisations to better manage and control their IT spend.

smartfundit.com is a proven platform. Since its launch at the beginning of 2006, over one million private and public sector organisations of all size have visited, and regularly returned to smartfundit.com to source or secure flexible finance deals with the 50 plus leading financial institutions that are currently signed up to the platform.

The business model was the right one and smartfundit.com the company has expanded dramatically since its launch. With this fast and substantial growth, Simon Ward Chief Technical Officer for smartfundit.com, knew the administrative burden of managing the company's in-house email system would become increasingly difficult. To pre-empt any potential issues, and to avoid email downtime that would inevitably affect the smooth running of the business' operation, Simon made the decision to employ a third-party to manage its email solution.

Following a review of the competition, Simon selected messagehub. This has proven to be the right decision. In selecting messagehub, smartfundit.com has found a partner that was not only able to complete a seamless transfer of smartfundit.com's email server to a fully-managed, out sourced service it has also enabled them to cut the cost of email management.



messagehub

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