

## enyanga, part of the bezier group

The bezier group is Europe's leading retail marketing agency, made up of five individual best in class agencies whose services provide a seamless retail marketing solution for their customers from brand planning and creative campaign development, right the way through to in-store implementation and full evaluation of the campaign. Established in May 1998, the group has continued to grow year-on-year, now employing 960 colleagues at offices in Leeds, Wakefield, London, Leicester, Thurrock and Poole; with a group turnover approaching £100 million.

enyanga, part of the bezier group, provides full campaign management systems to its clients allowing all stakeholders to co-ordinate and manage media.

## Meeting customer needs with technology

It is essential for enyanga to have the right IT systems in place to support its customers' fast-paced marketing cycles and to be able to implement marketing campaigns in real-time. With a team of thirteen people managing ever increasing demands upon their network, enyanga needed a managed services provider to help with the provision and management of a wide area network. The criteria used to find a partner was very straight forward: who could deliver consistent network availability with a resilient, high level of service and no downtime or



outages? In addition, choosing a managed services company would be cost-effective and easier to manage.

enyanga manages a range of digital marketing collateral for its customers, including Coca-Cola and Boots; as such they need to be confident that their online services are fully functional and resilient. Glenn Batty, MD of enyanga comments: "We offer many web based services to both our B2B and B2C customers, including an on-line library of marketing collateral which needs to be available at all times. What's more, in this fast paced environment, time is of the essence, quick approval is necessary and new campaigns need to be distributed to stores on time across the country. Doing this effectively means we must to have the capacity to send large images and files securely across the network. We do not have the time to deal with service outages, the network must be 100% reliable. In short, to meet our customers' needs our technology infrastructure has to deliver."

He continues: "We have grown considerably over recent years, both organically and through acquisition, and the challenge has been to integrate new businesses within our overall operations. This means a scalable and robust IT infrastructure is not only essential but should also allow us to increase in size without adding extra cost. We first started working with Star six years ago and as our IT infrastructure needs have grown we have increased the range of services they deliver."

## Our customer delivery platform

The backbone of enyanga's operation is NetStarIP, an MPLS (multi protocol layer switching) network which speeds traffic across the network, ensuring all branch offices have access to centralised applications and tools such as web-enabled applications and CRM tools. The technology proved to be cost-effective and offered a level of performance that was vital to their parent organisation's growth strategy.

Batty comments: "NetStarIP gives us the scalability we need as the group continues to grow. It is resilient, proactively managed, and Star makes us aware of any issues before we know about them."

"It's so important for us that we have a partner which can leverage the benefits of the latest technology. NetStarIP has allowed us to centralise services and create digital assets that are readily available across the network. The network gives us the operational efficiencies that we need to service our customers' requirements and we are working together with Star to look at more creative ways of reducing costs and offering more online services."

### A more effective workforce

With the use and cost of email growing exponentially, enyanga has also outsourced its email management using the Star Business Email service and has found a multitude of benefits in the process. Batty explains, "Previously, we were managing our email system in house using an on-premise solution that was fragmented and proving to be extremely administration intensive. In particular, we had challenges with mobile and remote workers as we had no synchronisation with mobile devices and no web-Outlook access. However, since selecting Star Business Email, colleagues working on the road or at home can now access everything they need from their remote access logins or mobile devices."

"We now have a centralised contact list and all our emails are backed up so we feel less exposed to security threats. Star provides a level of service for our business email, combined with security which we could simply never replicate cost-effectively in-house. We are so much more confident about our email now that we know all our data is safe and securely backed up; it's a breath of fresh air"

### Better use of IT resources

Outsourcing more to Star also means that the enyanga team can now focus their energy on other, more pressing, areas of the business, safe in the knowledge that the infrastructure is resilient and secure and managed for them. Batty illustrates: "For us, it's all about thinking creatively, driving costs down and making most effective use of our resources. The managed services we get from Star prove to be extremely cost effective for us as a business, particularly in the current economic climate. Our total cost of ownership has been reduced, and time and money that was previously wasted on fixing issues can now be used in helping the business to drive its strategy forward."

### A partnership based on trust

The relationship that enyanga has with the team at Star has also played a key role in the organisations' long-standing relationship. They know that if they have any

problems the team can contact a dedicated account manager immediately and get the issue rectified quickly. "I have a great relationship with my account manager, and they make us feel like we are the most important client to them, which is very reassuring. We work together to plan our future," says Batty.

### Moving forward as partners

Having worked with Star for the past six years, the relationship is still going from strength to strength with plans for the future, and ongoing work being progressed. Batty states: "As our requirements have become more sophisticated, Star has been able to work with us to ensure that we achieve the operational efficiencies we need to be more effective as an organisation. What stood out was Star's technology competence and their price. We had clear requirements and they were able to meet them on every level, so they are a natural fit to our organisation."

Batty concludes, "Our partnership has been cemented by the transparency of the relationship we have with Star and it's this level of support and management that has been one of the biggest differentiators between Star and other similar service providers. We have long since realised the benefits of the services provided to us by Star and look forward to continuing to build on this partnership in the future and in line with bezier group's growth plans."

