

# Code Computerlove

Digital marketing agency deploys fully managed hosted email service

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## About Code Computerlove

Established in 1999, Code Computerlove is one of the UK's top independent digital marketing agencies with a proven track record of delivering results-driven and highly creative campaigns for some of the globe's best loved brands including HMV, Matalan, Durex, Original Source, Berghaus, Waterstone's, Crown, First Group, NUS, Media City and Huggies...to name a few.

## Day-to-day Management Challenges

As a busy digital agency, Code Computerlove relies heavily on its internal IT solutions, requiring them to be resilient, robust and scalable with little or no administrative impact on the business. In particular, the agency regards email as a critical application to help its teams deliver a first rate service to clients and communicate with clients at all times. Code wanted to ensure it had a highly available and robust email system.

Mark Copeland, IT Manager, says: "To reduce any downtime fixing email problems, and to increase efficiencies, we decided to look for a fully managed email service we felt we could trust. This is important to us because it means we can spend our time focussing on the important things that help us to meet our business objectives, without worrying about what our email is doing.

"The level of email activity was contributing to degradation in the network performance. We also found that the back-ups took longer to complete and I wasn't prepared to risk the possibility of being unable to guarantee that they were

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successfully taking place. Compounding these problems was the unacceptable number of outages we were experiencing, which would then take nearly a day to restore the email system back to full functionality.

The conclusion was that the effort to look after our email was labour intensive and was no longer cost effective due to these performance issues."

## The Size Matters

As a result, Mark began to explore alternative hosted email offerings, which could remove the day-to-day management headaches: "I had three key requirements when looking for a new email solution; it needed to be available every minute of every day, easily scalable and cost effective.

"Star took the time to really get to understand our business and what we were looking for. Importantly for us they didn't make us feel like a small or insignificant customer, in fact they made it clear that they specialised in supporting small and medium sized businesses. This helped to make me feel more confident that we were talking to the right people to support our business needs.

Mark explains further: "All it takes is an unexpected and unwelcome hardware failure and you are spending time and money fixing something that you never budgeted for, not to mention the cost of the disruption to the business.

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In my experience, being able to provide clear, fixed monthly costs for IT, that we can easily budget for in advance is a great benefit to me and our finance team as it helps us work together more effectively.”

Code Computerlove selected Star’s email service because it was business grade and fit for purpose. The solution is a complete package and provides them with everything they need from Microsoft Exchange and Outlook 2007 but without the cost and hassle of buying hardware and software and then maintaining and managing everything in-house. Mark evaluated the service and found the fixed monthly per user cost to be very transparent and easy to budget for, financial predictability being something that is not often applicable to on-premise email systems.

### Cutting Costs and Reducing Risk

For Code Computerlove cost was a key factor when selecting a new email solution. Mark had purchased a new server for £10,000 in 2008 to help cope with the additional pressure on the network. Yet this still did not have the required capability and functionality needed by a growing business in the digital media sector.

Mark explains: “The fact is that we put in a large capital investment into new hardware in 2008, and we were technically no better off than we originally were. If we continued down this route, then we would have to buy another server in a couple of years’ time, and another one again after that. I felt that the importance of email was leading us down an investment path that was inappropriate for the business, and although email is a critical application for us it made no sense to try and take on the cost and complexity of running the system ourselves.”

### Everything in One Complete Service

One of the added benefits Code Computerlove has gained from selecting Star’s solution is the added security that comes pre-integrated into the service and is included in the fixed price. This is a multi-layered security approach making sure that email is always safe and operational. The security includes the best digital systems available to protect against all Internet threats and the physical security required to protect a UK data centre.

Mark says: “I have all the control I need and can govern

the types of files that the company receives by email. I now have the ability to block any video messages, set file limits and identify unacceptable content within the email traffic. Once I’ve set my requirements in the management console in the MyStar customer portal I simply leave it with Star to guarantee that any incoming or outgoing email traffic meets all our criteria and I can rest easy that our email service is robust, secure and fully looked after.”

### Giving Back More Time

Mark has seen a dramatic increase in the amount of time he now has available to focus on more strategic aspects of the business. He concludes: “Email has now become something I don’t tend to worry too much about anymore as I’m confident it is being run more efficiently and cost effectively than we would ever want to try to do ourselves. I also know if any problems were to arise, then they will be dealt with for me. Email just needs to work for us when and wherever we need it to. It may be mission critical but it’s still a standard application and shouldn’t distract important resources away from more valuable activities and investments that will help differentiate our service to our customers and increase our success. Now we have more time and resource to focus on what is important and that can only be a good thing.

“Star continue to innovate and improve the service, so next we’ll be looking at the new Instant Messaging function that is about to be added to the email service. I can see a real business benefit for a secure and fit for business messaging feature as part of our email and what’s good about this is that if we want it we just have to ask Star to turn it on and there is no additional cost.”

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