

- Specialised in providing telecoms packages to a wide range of businesses
- Trading since 1996
- Based in Cheshire

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John Andrews
Director of IMRG



SHARED VALUES, GOALS AND AMBITIONS

FIRST CLASS PROVIDERS OF BUSINESS COMMUNICATION SOLUTIONS

Gteq Solutions has specialised in providing telecoms packages to a wide range of businesses throughout the UK for over a decade. They have built their notable reputation by providing efficient, cost effective, tailor made business communication solutions. Today Gteq's comprehensive portfolio includes:

- Mobile
- Fixed Line
- Mobile Email / Data
- IT Hosting

Gteq has always ensured that all members of staff have excellent product knowledge and a good understanding of individual customer needs. This enables them to provide outstanding customer service, first class products and strategic solutions to help customers reduce their expenditure whilst boosting their efficiency and productivity.

In 2005 Gteq carefully assessed its Mobile and Data products. They recognised that to increase sales revenue and continue offering the best products on the market they had to find a supplier that had connections to the major mobile networks. Outsourcery identified Gteq as a potential long term partner to resell Outsourcery's products to business customers. Outsourcery has long standing relationships with both Vodafone and O2, so they matched Gteq's requirements perfectly - and the two companies formed a partnership.

SHARED VALUES, GOALS AND AMBITIONS

Gteq and Outsourcery soon found their partnership to be equally beneficial.

Gteq were able to pass the distinct advantages of Outsourcery's relationships with Vodafone and O2 on to their customers by bringing them the latest innovative mobile and data products. Outsourcery found Gteq to be a first rate distributor with standards of customer service and support that were second to none - the ideal company to pass Outsourcery's products and services on to business customers.

Over the years Gteq and Outsourcery developed a strong relationship of mutual trust and respect. Outsourcery has continued to supply Gteq with a range of Mobile, Data and BlackBerry products and both companies have grown and developed through their partnership.

Later, Outsourcery merged with Servelogic, an established provider of IT systems, and moved into providing businesses with Hosted IT solutions. Once again Gteq allied its company ambitions to Outsourcery by adding Outsourcery's full range of high specification Hosting solutions to its portfolio.

This also positioned IMRG as helping promote new carbon-efficient technologies to their members across the e-retail marketplace.

Outsourcery listened to IMRG's challenges and worked with them to customise their solution which included new Windows Phone devices, fully integrated with hosted Microsoft Dynamics CRM, hosted SharePoint and Microsoft Office Communicator (OCS), which alongside Microsoft hosted Exchange, ensures the mobile sales team can access and share information in real-time, and check each other's availability.

Microsoft OCS simplifies and streamlines communications across individuals and teams, by linking up Microsoft services such as instant messaging, video and audio conferencing, Live Meeting and desktop sharing. It enables teams to discuss projects, share documents and view presentations without having to send large files over email.

The team now benefits from a seamless integration of their familiar day-to-day IT software with Microsoft Dynamics CRM improving how they manage their membership information and member details. This also ensures that members are communicated to regularly through targeted campaigns and IMRG can measure the effectiveness of each campaign to show an ROI.

SharePoint replaces the previously fragmented systems, improving internal communications and processes, which over time will result in a reduction in repetition across disparate systems and improve staff efficiency. SharePoint gives IMRG consistency and reduces internal email communications - documents can be saved centrally in SharePoint and accessed from any location - so staff always have the most up to date versions.

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These hosted solutions enable IMRG to communicate and share information more effectively both internally and externally with members, giving full visibility of activities to maximise new member opportunities, and all on a pay per user flexible basis.

The organisation is currently building an intranet based on a .Net environment which will further empower remote workers. The solution will be wholly hosted with Outsourcery, removing any reliability on internal servers and resource to manage and maintain their intranet site. This secure and stable hosted environment will provide IMRG with an easy to manage solution that will be intuitive when it comes to developing new features.

IMRG now has an enterprise-wide Microsoft environment where communication is simple and effective.

OUTSOURCERY SOLUTION IN SUMMARY

A tailored Cloud-based solution hosted and managed by Outsourcery at their state of the art data centre

- Microsoft Windows Phone 7 devices
- Microsoft hosted Exchange giving instant access to emails, calendars, tasks and contact information from any PC, laptop or web-enabled device
- Microsoft hosted SharePoint provides an easy to use intranet or extranet with controlled access to customised workflows and collaboration areas - keeping all staff and customers updated on activity
- Microsoft hosted Dynamics CRM enables the analysis and monitoring of its sales and marketing activities and membership service processes to maximise the ROI
- Microsoft Office Communicator (OCS) makes communication and the sharing of information and documents internally seamless and simple



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