



bear I.T CASE STUDY

Provision IT Ltd trading as bear I.T
Nottingham based
Turnover approx £450,000
8 employees



Quote from Mark Lambert ~ Technical Director

"The support we've received from the GNP World Class Service programme has helped us to gain a better understanding of our customers and our business. It's enabled us to consolidate our early successes and put us in a great position to achieve our full potential"

Company Profile & Background



bear I.T is a dynamic company which offers a full range of IT services and products, effectively providing an outsourced technology services department to a wide range of customers, predominantly in the East Midlands.

The two directors completed a management buy out over three years ago and have since built a strong brand, differentiating from competition through their ability to support both the Microsoft and Apple operating systems.

Based at the Innovate business park, and in the centre of Nottingham, the longer term aims of the business are to build bear I.T to a stage where the local successes are easily replicable, establishing a presence across other areas of the country. The aim is for this to happen through organic growth, keeping the principles of excellent customer service which are already in place. The shorter term objective was to increase turnover by 50% in order to fund the required growth, and to establish a robust framework on which to expand.

Adam Harris, the MD of bear I.T, approached the GNP World Class Service programme via Alison Richardson of MCCR & Associates to seek support in implementing the new processes to make their business more efficient and the planned expansion sustainable.

Making it happen

As is often the case with companies that are growing quickly, bear I.T had recognised that they were outgrowing their administrative processes and they were concerned this may impact on their ability to respond to their customers. They also felt that as the business grew they would need more timely management information, particularly around levels of profitability across their range of different products and services.

In order to address these concerns, it was decided that an integrated computer system should be implemented. Alison Richardson, a GNP consultant from MCCR & Associates, reviewed the business requirements and produced a high level specification. This specification was then used to approach a number of companies who were interested in supplying a system. After a period of



evaluation, it was decided that the Mamut Enterprise software would be the most suitable, and an implementation project was successfully completed.

Following the successful implementation of Mamut, further support was provided to evaluate the management information and clarify the strategic direction. Also to clarify bear I.T's positioning statements and marketing messages to ensure new business development was focused and effective.

Key Achievements

- Successful implementation of an integrated computer system providing:
 - Improved customer management, including a consistent approach to all customers
 - Easy sharing of technical information reducing the time it takes for engineers to find solutions
 - Effective management reporting enabling strategic decisions to be made with more accurate information

- A new organisational structure designed to support business expansion

- A clear understanding of the customer base, the target market and the right market strategies. Provision of a clear and consistent message which is communicated internally and externally.



A projected annual increase in turnover of 30%