



**Customer:** ResourceiT  
**Website:** [www.resourceit.net](http://www.resourceit.net)  
**Number of Employees:** 22  
**Country or Region:** United Kingdom  
**Industry:** Professional services  
**Partner:** iTeam Solutions

#### Customer Profile

ResourceiT comprises a small team of specialists delivering sales and marketing services to Microsoft partners to help their businesses develop.

#### Software and Services

- Microsoft Online Services
  - Microsoft Business Productivity Online Standard Suite
  - Microsoft Exchange Online
  - Microsoft SharePoint Online
- Windows 7
- Microsoft Office
  - Microsoft PowerPoint 2010
  - Microsoft Office Live Meeting

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## Marketing Services Company Predicts 25 Per Cent Growth with Latest Software

**“We’re saving around £3,500 a year as a result of the faster boot time with Windows 7.”**

Julie Simpson, Managing Director, ResourceiT

ResourceiT wanted to develop better ways of working to drive growth in a challenging business environment. In addition, it needed to roll out the latest Microsoft solutions, as used by Microsoft partners. The company deployed Windows 7, Microsoft Office 2010, and Microsoft Business Productivity Online Standard Suite to deliver its goals. The investment has saved the company 11 hours a month and helped to ensure an annual growth rate of 25 per cent.

#### Business Needs

ResourceiT, based in Bramley, Hampshire, helps Microsoft partners grow by providing them with a range of sales and marketing services. The company has expanded significantly since it launched in 2004, and has delivered more than 400 business, sales, and marketing consulting projects for Microsoft partners, generating around £90 million in new business for its clients.

The company’s success can be attributed to its personnel, whose hard work has delivered value to partners, creating a stream of business opportunities. But as Julie Simpson—Managing Director of

ResourceiT—recognises, the software supporting her employees plays a vital role. “Thanks to instant messaging and web-based file shares, for example, we can collaborate with colleagues and customers in real time,” she says. “Applications such as Microsoft PowerPoint really help get our messages across.”

ResourceiT has plans for major growth in the coming years, but Simpson is aware of the challenges ahead. She says: “There is constant pressure today to work smarter and faster, while being able to scale quickly. It’s an advantage if programs launch quickly and you can move seamlessly between them. We also need

the latest software versions from Microsoft to show Microsoft partners that we understand the technologies with which they work.”

The company has always adopted latest-version software and rolled out new solutions when necessary. However, Simpson saw that eventually she would need one member of staff dedicated to running the IT infrastructure. She says: “We needed to focus resources on driving growth rather than managing IT. And I wanted to avoid complexity and cost wherever possible, without compromising quality of service.”

## Solution

ResourceIT saw the value of upgrading to Windows 7 and Microsoft Office 2010 to meet the challenges of its growing business. The company also decided to adopt Microsoft Business Productivity Online Standard Suite—an online service offering the latest versions of familiar Microsoft products, such as Microsoft Exchange Online, Microsoft SharePoint Online, and Microsoft Office Live Meeting. “As soon as we saw the savings of a web-based solution over one that was in-house, we knew that Business Productivity Online Standard Suite made sense,” says Simpson.

The company worked with iTeam Solutions, a Microsoft Small Business Specialist, which has supported ResourceIT for a number of years. It upgraded the firm’s portable computers to Windows 7 and Office 2010, and connected users to the suite of online services from Microsoft. “iTeam Solutions configured the online service to run alongside our existing Microsoft Exchange Server environment. The work was completed without any disruption to our daily activities,” says Simpson.

Windows 7 helps employees complete everyday tasks more quickly. In addition to the faster launch time, desktop features such as Jump Lists show short cuts to files,

and full-screen previews allow users to interact with documents without opening them. Thanks to the move to Business Productivity Online Standard Suite, staff can securely access their email messages using an internet browser and collaborate on documents in real time over the web. There is less data duplication and personnel find they can manage a greater number of clients as a result of the workflow in SharePoint Online. In addition, Office Live Meeting is playing an increasingly important role, helping personnel conduct interactive meetings from their desks.

## Benefits

Employees at ResourceIT are more productive thanks to the latest Microsoft software. They spend less time waiting for programs to launch, so they can complete more work during the day. Simpson says: “We’re saving around £3,500 a year as a result of the faster boot time with Windows 7.”

- **Business continues expanding by 25 per cent a year.** Simpson is certain the company can continue to grow at its current rate despite the challenges of a demanding market. “Features such as Jump Lists and previews in Windows 7 are helping the business achieve its goals. Now, we can multitask more effectively,” she says.
- **Eleven hours are saved each month thanks to faster boot times in Windows 7.** Simpson has calculated that portable computers are starting up in less than 30 seconds—whereas they often took up to five minutes in the past. The time saved equates to 11 hours a month, which means a saving of around £3,500 a year for the company.
- **Online services reduce IT costs by 80 per cent.** Simpson believes the company is making substantial savings due to Business Productivity Online Standard Suite. “I calculated that Business Productivity Online Standard

Suite represents about 20 per cent of the cost for us to deploy and support the same solutions in-house. It frees resources that can help the company drive growth,” she says.

- **Employees deliver greater value to customers.** By using the latest Microsoft solutions, ResourceIT personnel can provide better support to customers. Simpson says: “Every business needs to understand its customers to engage with them at a deeper level. Our Microsoft partners use the most up-to-date software, making it crucial for us to do the same.”
- **Travel is cut by 50 per cent.** Many employees have reduced business-related travel by around 50 per cent through using Office Live Meeting. “It saves time and money, while helping the environment. What’s more, we’ve found that these meetings are often more productive,” says Simpson.