

Partner Services

Working with other professionals

Case Study

Requirement

Few designers and marketing professionals will have the time or resources to properly manage all their web elements. They need a reliable and knowledgeable partner to make this happen. In this case study, I discuss the close relationship with a partner who I shall call Jayne.

The Challenge

It was the Jayne's on-going challenge that was taking up far too much time and she didn't have the resources. Jayne needed someone to host her client's websites, to provide all associated services such as email, to manage the security of services, and to be her IT adviser. For a couple of her clients, there was an immediate need of assistance. For Temerity Media, this wasn't a challenge at all.

The Solution

Our solution was pretty easy, we would become part of Jayne's team and in effect become her IT department.

The first job was to tackle issues with services where the client had an urgent need. One of these had a large website which was an important part of the business.

A hacked website

The site hadn't been maintained or backed up and now had malware deep in the site. We didn't have full access to the site as the current 'hosts' were not very co-operative. We were able to rescue the site and take action to clean the infection. With a clean site, next we moved to our secure server and set up our usual layered protection.

Secure email & history

At the same time as cleaning and updating the website we were able to move all email accounts and

newsletter templates and contacts were safely moved.

Settings up a client accounts

Jayne had around six clients who would benefit from using our services. These were placed in a group so that clients would still have access to their own services, Jayne would be able to administer the accounts and we would be able to manage hosting and security. This three-tiered approach has worked brilliantly. For our part, we monitor all services 24/7 and carryout updates as required. The client is, for the most part, unaware of our role. When we are required to have direct contact, we are introduced as Jayne's IT department.

Costs

We can use our position and resources to provide a service that saves Jayne and her clients money. We bill Jayne who, in turn, adds on the marketing elements and provides the end client with one single bill. As a bonus, Jayne is now able to offer all her client our full suite of services, including all Microsoft Office 365 suites, UK based file storage and backup, UK based Exchange accounts, on-demand security and much more.