DESIGNED FOR GROWTH

Case Study # 2: Graphic Evidence of how to cope with expansion.

Design agency Graphic Evidence has chosen Forget About IT to help upgrade its IT infrastructure. In so doing, the Essex firm is better able to cope with a rapidly-expanding client base, whilst Forget About IT has become a valued part of the agency's long-term growth strategy.

With time and capacity pressures taking their toll on an existing Apple Mac server, Forget About IT implemented an archiving system using external hard drives as long-term project data storage, with work-in-progress backed-up nightly to remote servers.

On a project's completion, relevant data is moved to an archiving folder on the server. Contents are sent each night to an external hard drive, which is write-protected for maximum security.

"Forget About IT came along at the right time offering the perfect solution," commented Graphic Evidence MD Adam Arnold. "A new server was set-up free to our specifications within about a week. Forget About IT maintains this both remotely and on-site."

The agency was able to take advantage of Forget About IT's free installation promotion at the Business Start-Up exhibition in Excel in May 2006. A relatively young company, Graphic Evidence has also greatly benefited from the improved cash-flow delivered by Forget About IT's solution.

"There was no big immediate outlay and then more again for support and backup," said Adam. "From what we've experienced so far I would definitely recommend Forget About IT to other up-and-coming design agencies."

Last updated: Thursday, 21st December 2006, at 16:50:50

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