

# MR B & FRIENDS CASE STUDY



# MR B & FRIENDS™

## WHO ARE MR B & FRIENDS?

Mr B & Friends is a creative agency based in Bristol. They are Advertising, Digital, Marketing and Brand consultants and have a very impressive client base including brands..or friends such as Virgin, Cow & Gate, ITV, Sky and Bath Rugby.

## THE CHALLENGE

Initially starting with assistance during the company's relocation from Bath to Bristol, Mr B and Friends chose Systemagic to assist their internal IT resource with establishing a more strategic plan for their use of technology as the business continues to thrive, as well as to provide ongoing support and maintenance to their servers and network infrastructure.

## THE SOLUTION

Systemagic ensured that the entire IT system was relocated with minimal downtime and that the new network was designed using high quality equipment, ensuring that better network speeds and a more robust IT infrastructure accompanied the impressive new offices.

The server and data storage infrastructure was replaced, increasing available network storage capacity and performance and ensuring that all servers run the latest operating system and software versions. Moving from fairly old software versions to the latest, Systemagic ensured that compatibility issues and functionality changes were overcome.

Backup was also a key consideration and often a big challenge for businesses that work with many terabytes of data. The backup of shared data and individual workstations was reconfigured to ensure regular backups are taken onsite without impacting on the network performance. A remote backup solution was implemented ensuring that all data is also backed up daily to a secure remote data store. This solution alone saved over £1000/month compared to the solution suggested by the previous supplier.





## WE PROVIDED

- IT Support & Maintenance
- Hardware & software procurement
- Remote data backup
- Office relocation
- Ongoing strategic guidance

## DID YOU KNOW...

Systemagic has an experienced and highly trained Apple specialist on its team, ensuring that clients running Apple devices and networks receive the same level of technical expertise and experience that Microsoft based clients are used to receiving. In addition, a number of our other team members are Apple trained, and almost 50% of our clients now have Apple kit integrated with their systems or use Apple exclusively.

### WHO ARE SYSTEMAGIC?

With over 20 years experience in the industry we pride ourselves on Doing IT Differently.

At Systemagic we provide people-focused IT support, cloud and internet services with no long term contracts to businesses in Bath, Somerset, Wiltshire and beyond.

We understand how vital technology is to your business and to the people involved in it. We take time to understand your business requirements and then provide tailored IT support and services.