

# MODO25

## CASE STUDY



## WHO ARE MODO25 ?

Modo25 are a Leeds based global supported inhousing and marketing technology provider founded by John Readman and backed by former Skyscanner co-founder Bonamy Grimes. The aim of the business is to empower clients to take full control of their own marketing success whilst supporting them strategically and operationally to take their marketing activities in-house.

They are also building a market-leading technology platform, Bosco, which is designed to eliminate risks when it comes to spending marketing budget as well as identifying in one location where your marketing spend can be optimised to achieve your overall strategic goals.

Since launching in September 2019 Modo25 has grown from a team of four to sixteen and operates across 3 different time zones and from multiple locations.

## THE CHALLENGE

Modo25 gave Systemagic three key challenges as part of our initial discussions. First, they wanted a system that was secure, instantly scalable and supportable remotely as they planned to onboard team members in Leeds, London and Australia thereby negating the option of on-site support (even though we had lots of volunteers to go to Melbourne).

Secondly, they needed seamless access and communication across their network so that their team could work from anywhere, securely, reliably and efficiently as if they were in the office.

Finally, they wanted a network that could mix Apple and Microsoft technology intelligently and a support provider that was comfortable working with both.

Systemagic were employed to ensure Modo25's solutions fit the requirements of a business with significant development and growth plans. We were confident that our team would be able to support the business throughout this period of expansion and provide their team with everything they needed no matter where they were located.

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## WE PROVIDED..

- Apple and Microsoft Hardware procurement, set up and support
- Microsoft Office 365 set up and SharePoint integration
- Online back up and data recovery
- VoIP Telephone System to enable answer anywhere capability
- Office infrastructure including secure router and firewall to ensure privacy in a serviced office environment as well as video conferencing hardware and infrastructure
- Email signature management
- On-going remote IT support

All of this was delivered despite Modo25's base in Leeds being some 250 miles from Systemagic's HQ in the South West, with all support and procurement has been handled remotely and devices being pre-configured for users before being shipped to Modo25. The teams at Systemagic and Modo25 have built a great working and interpersonal relationship even without the luxury of in room face-to-face contact.

"Systemagic have been absolutely brilliant from day one and have been critical in helping our business function smoothly. Their no-nonsense approach focussed around the people not the technology really resonates with our ethos and the way our team operates.

Their helpdesk team are friendly, efficient and communicate well and the senior team have delivered solutions and ideas for a range of issues that growing businesses like ours encounter, enabling us to scale and work from wherever we are with the minimum of fuss.

We really enjoy working with them and appreciate the effort they have put in. They really are partners in our business, and we love working with them."

John Readman - CEO & Founder,  
Modo25

## WHO ARE SYSTEMAGIC?

Systemagic are a customer focused IT support company with a team of friendly support technicians. With over 20 years' experience providing business IT support services we understand that your system is an integral part of your business, and we work with you to ensure the performance, stability, security and longevity of your system. Our approach is entirely customer focused as we are committed to providing what our clients want, when they need it, in the most effective manner to ensure that the technology works for you.

All of our services are offered on a 30-day rolling contract basis and we are proud that the majority of our clients have been working with us for many years including clients that initially signed up on a short-term basis back in 1999!

We are dedicated to providing a great service to businesses of all sizes and continue to enjoy watching our clients grow their businesses along with us.