

Intellect Broadband Campaign Case Study 8 – ITDYNAMICS Ltd

Case Studies Demonstrating how SMEs in the ICT Sector are using Broadband
Campaign Sponsors: Intel Corporation (UK) Ltd

ITDYNAMICS™

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Type and size of organisation:

SME based in Derbyshire providing consultancy services throughout the UK and overseas. 10 employees.

Description of Business:

ITDYNAMICS is an IT business and management consultancy, marketing and brand development company, that is focused on the special needs of IT and IT-driven businesses. They apply a blend of management consultancy, change management, and sales/marketing expertise to revitalising software and services organisations. Clients include the CEO's of commercial IT businesses, the heads of IT of major corporations, and CEO's in all sectors where IT has become a critical issue for the board of directors. It aspires to being the best IT consultancy in the world.

Remote workers / are all employees office based?

Most employees operate remotely and visit the office infrequently. Unfortunately some live in rural areas where there is no broadband yet – this must be resolved quickly.

Type of broadband connection (ADSL/Cable/Leased Line) and length of time connected:

ADSL (Easynet)

Are you using any associated technology?

Only a good contact management system right now but expect to be using web cams and collaborative tools very soon.

Benefits of using Broadband:

Expectation: Most clients are large organisations so it is important to have the kind of client interface that people in large organisations have come to expect and have the means to compete with our larger competitors.

Branding: Some of the work is in brand development, and since the website itself is a means of promoting brand it is vital to have a high tech, attractive website with up-to-the-minute functionality. VNU consistently includes ITDYNAMICS in the top 50 list of frequently visited UK sites although this is not just down to the broadband features.

Knowledge: Research using the web has become faster and easier. Consequently resources become easier to locate and outputs tend to be of higher quality.

Efficiency: We can use the net much more extensively, internally we've been able to improve efficiency by transferring more data, and if we have problems with software for examples, we can upgrade much more easily by downloading new software - before that would have been a big issue. Externally it helps with things like banking and interfacing with other organisations – although it's not as widespread as it could be.

Does it save you money?

It certainly saves us time - and "time is money".

How would you cope if you couldn't have broadband?

It would be like going back to a quill pen but it is essential that all parts of the UK have access.