

Restoring faith in IT Support

At Cubit, we often state that good IT support is only 50% technical competency. Being able to pick up the phone to someone who understands your business, and knows not just your systems but your people too, can make a big difference to your staff's IT experience, and often to how quickly an issue can be resolved.

One client who came to us having been disappointed with his incumbent provider's service was BlueFrog Communications: A specialist fundraising agency based in Old Street.

We spoke to Bluefrog's CFO, Paul Purcell about how and why he joined the Cubit Stable.



The Support Relationship

Having shifted from one-man in-house IT support, to outsourcing to a large provider, Bluefrog were looking for a new provider who "got" their business and provided swift support.

"What I'm saying is they do go the extra yard and they understand the nature of marketing agencies. Marketing is a people business and people don't really want to talk about IT. It's just understanding the people business and you know and they'll be honest. Not everything can be fixed and they might say they'll get back to you. But then they do get back, even if they can't fix it immediately."

Supporting Macs and PCs

When it comes to Macs vs PCs, Many IT support providers are firmly entrenched in one camp or the other, but in a business where different departments use different operating systems, this can cause challenges. Cubit are truly agnostic in this regard, with most of our clients relying on us to service both systems.



"We're 55% Macs, 45% PCs. But operating in the charity sector, many of our clients operate in a Microsoft environment. Our previous provider always struggled with conflicts. Cubit are personable, so properly friendly and they resolve all the issues across PCs and Macs. I've had a lot of Mac users in particular come back and said they're actually understand our business."

Ensuring compliance and security

Many of our clients need to demonstrate the strength of their security when competing for contracts from large organisations. For Bluefrog, this has meant us both implementing physical security improvements as well as staff training, and responding to technical security questionnaires:



"For one of our big clients we've been doing a very detailed data questionnaire. They're talking about things like penetration, testing, the back up procedures. What's your levels of encryption? How do you what's your process for processing our client or our donor data that we supply to you? The Cubit team have been very, very helpful and implemented new tools that automatically delete client data as well as implementing security awareness training to prevent our staff falling victim to things like phishing attacks."

Supporting hybrid workers

Every business has had to endure some IT upheaval caused by the pandemic, with many now permanently adopting hybrid working. IT support requirements have changed too:

"We've got like a hybrid system like I think a lot of businesses are doing. So we've got an office, it's a serviced office in Old Street. But, a lot of us are working remotely. So, again, the need for a robust IT support company, because they're dealing with 30 heads of bluefrog and potentially 30 different offices.. So most of our support is remote. The technical knowledge is really good. But again, I think it's more the familiarity and it's also the willingness to help."

Anything else to add?

"That's it. I can't really say much more other than I would definitely recommend them, they are, I think, a perfect fit for blue frog and for other marketing agencies. They really are."

Whether you're a young business looking for an IT Partner to support you through all your growth stages, or an established business simply needing support you can trust, we'd love to talk.

Drop us a line at hello@cubittech.com or call **020 3535 0680**