

## DENFIELD

Denfield is a marketing agency based in Leamington Spa that offers a full range of services aimed at increasing the brand awareness of its customers. Established at the turn of the millennium, Denfield has gained an excellent reputation around the local area for giving a professional and personable approach as well as offering a wide array of tailored solutions.

Having a reliable IT system in place is of paramount importance to all members of staff. Being a marketing agency they need 24/7 access to company documentation and communicate daily with customers via the web and telephone network.

**“Integrattech have gone beyond our expectations and delivered an excellent level of service.”**

**Mark Smith, Financial Controller,  
Denfield**

[www.denfield.co.uk](http://www.denfield.co.uk)

### Overview

Senior management at Denfield found themselves to be in a position where they were dissatisfied with the level of service they were receiving from their existing IT firm. Poor communication and response times were some of the concerns which led them to look for a new company that better understood their needs and concerns, as well as being competent in supporting both Mac and Windows machines. After reviewing the market Integrattech was the company of choice.

Due to the nature of the business, Denfield receives large image files from its customers on a regular basis. These files were stored in multiple locations with limited backup capability, causing productivity and security issues for them. Integrattech has centralised files and improved security in a number of areas. As well as tightening up security, improvements were made to network accessibility making it easier for staff to access files and applications away from the office, leading to gains in productivity.

Denfield relocated premises and Integrattech have assisted with moving Denfield's servers to the new building and laying new cable. This was in addition to consulting on every stage of the operation.

### The Solution

An initial site audit was conducted by Integrattech to gain a clear understanding of what Denfield were looking to improve and to give advice on these requirements.

Preliminary conversations with management at Denfield revealed concerns about how critical business documents were being stored and managed. “We found ourselves to be in a position that customer files were being stored in multiple locations making them difficult for certain members of staff to find”, comments Mark. Due to the fragmentation of this data it was becoming increasingly difficult to back up to a clear schedule.

Integrattech provided a secure access path for customers to send files through and created a new backup and storage strategy. This meant all documentation would be

sent and archived to the same network storage device. Files sent through emails are now managed through email security software to reduce the risk of viruses.

A remote working solution was implemented to provide greater flexibility and allow staff to work away from the office on mobile devices. Integrattech also configured network protocols to allow for remote access of Adobe InCopy, the professional writing and editing software. This solution enables documents to be customised from any location. Also the existing Windows Small Business Server was replaced with the latest version to ensure better compatibility with business applications and improve reliability.

As part of the process of overhauling its IT systems, Denfield were planning to move operations to a larger site and required the expertise of Integrattech to assist with this. Initial consulting and planning was followed by structured data cabling, and relocation of servers. In addition to this Denfield took out a ProActive support contract to help move the business forwards and alleviate in-house time spent on IT issues.

### The Benefits

Denfield now benefits from the latest technology and operating systems, giving productivity and security improvements, as well as future proofing the network. It also ensures greater compatibility with core business systems.

Remote access is now possible for file access as well as allowing Adobe InCopy to be accessed from the server. File transfer and storage is now centralised and fully managed, thus increasing security.

Moving forwards, the ProActive support contract Denfield now has helps in alleviating the time of senior personnel and ensures there is minimal system downtime. They are kept up to date with changes within the IT industry that would have an impact on the marketing industry so they can adapt to changes where necessary. Denfield are now already looking at new ways of harnessing IT to bring even more benefits and efficiency to the organisation.