

ThinkGrid

Business IT **On Demand**

Customer Case Study – Eternal Alliances Limited



Introduction

Eternal Alliances is an innovative consultancy which is committed to facilitating extraordinary leadership and wealth creation within organisations. They do this by taking a holistic approach to the challenges faced by their clients in their business environments. They work as a team, often as a virtual team, to create effective strategies for their clients in the areas of Wealth Creation, Alternative Dispute Resolution, Organisational Growth and Development, and Human Resources. Lacking the necessary expertise to manage their IT infrastructure in-house, they chose ThinkGrid to provide a reliable, 'anywhere access' email platform via its hosted Microsoft Exchange offering. ThinkGrid was also able to provide extra help and added value with its hosted Microsoft SharePoint service.

Vertical Market

Alternative Dispute Resolution
Management Consultancy

Organisation Size

Small – Medium Sized

Solutions Utilised

Hosted Exchange 2007
Hosted SharePoint

The Challenge

Eternal Alliances CEO and co-founder Susan Paul explains: "My colleagues and I don't share a central office – in fact, we are based in London, Hertfordshire, Berkshire and Mumbai, so being able to quickly and easily share information and work collaboratively while spread across various different locations was very important to us. The company is a start-up, and none of us are particularly computer literate, so we needed good advice on the most cost-effective and suitable systems to put in place and someone to ensure we stayed up and running. We were wary of providers trying to sell us services that we didn't need, and wanted to establish a relationship with an IT partner we could trust. Naturally, with a new company to set up and run, time is not something I have a lot of, so getting things sorted out quickly and efficiently was vital."

"Being able to share information and work collaboratively while spread across various different locations was very important."

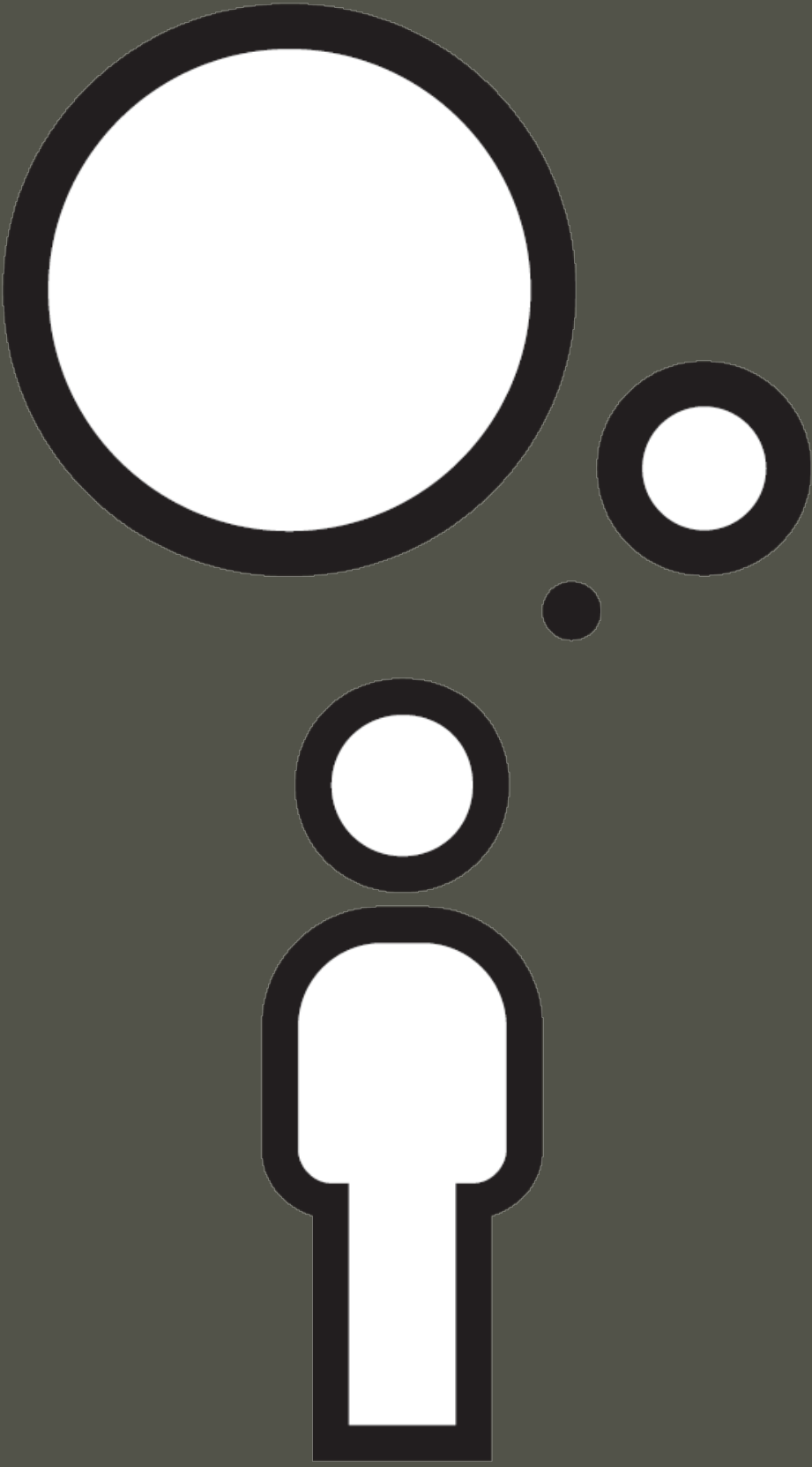
The Solution

ThinkGrid now provides managed, hosted Microsoft Exchange and hosted Microsoft SharePoint services to the Eternal Alliances team, allowing them location-independent access to email and shared calendars, contacts and task lists as well as the ability to work collaboratively on projects wherever they are.

Susan said: "Initially, I chose ThinkGrid after I came across the company's website during an online search. I was immediately impressed by its clear, logical layout and the fact that it was easy to access the information I was looking for. When I contacted

the team to discuss my requirements, the customer service was first class. I wanted to work with people with whom I could ask questions which people with more computer knowledge would 'just know the answer to' without any embarrassment. ThinkGrid have just been so friendly and easy to talk to. I have not experienced any stress using their service. I received a swift and friendly response and was advised on the IT infrastructure I'd need to set up the businesses and operate with maximum efficiency, and they have continued to fully support us with any challenge we have encountered."

Susan was able to migrate from her former hosted services provider to ThinkGrid quickly and easily. She continues: "I had already been using hosted Exchange with my previous provider, but ThinkGrid also advised me to try their hosted SharePoint service. I had never heard of SharePoint, but I agreed to give it a go and I've been surprised at how useful it has proved. Since we started using it last December, it has become invaluable to us, especially as we all work in different locations. We can work together on documents and see who is doing what whenever we choose."



The Result

First-class
customer service

Invaluable
business advice

Time saved =
money saved

“The ThinkGrid team suggested creative solutions that have worked for us. Their advice has helped us to save a great deal of time – and therefore money.”

Susan concludes: “At Eternal Alliances, part of what we do is to empower businesses and organisations by providing them with the tools to generate outstanding performance in all areas of their work. By providing us with sound advice and creative solutions, ThinkGrid have, in turn, helped us to improve our performance for our clients.

The services we now use have made our business processes much easier and, crucially, much quicker. This has been invaluable when we have been competing for business, and have had to work to tight timetables. They have helped us to save a great deal of time – and therefore money.

As Eternal Alliances continues to grow, the scalable nature of ThinkGrid’s services has allowed us to simply and efficiently expand our provision, and we will continue to seek the advice of ThinkGrid as a trusted IT partner.”

ThinkGrid CEO Rob Lovell comments: “The improvement and enhancement of business processes and the resolution of problems can be made a lot easier and faster by taking advice from the experts. Eternal Alliances is already benefiting from its open-minded approach towards hosted IT and the advantages it can provide. We look forward to the continuing development of our relationship with them.”