



Case Study: **SBW Advertising**

A leading integrated marketing and advertising agency, was looking to relocate offices...

About SBW

With offices in Bristol and South Wales, SBW work with companies to create, develop and implement integrated marketing and advertising campaigns.

Established in 2004, the company has become one of the most well recognised agencies in its field, across the South West and Wales, being nominated for a number of awards. SBW specialise in helping clients to define their strategy and planning, create branding and campaigns, develop media (including outdoor, print and digital), produce digital content and engage and attract talent.

They have worked with us to develop our brand, build our website, design our brochure and continue to be a key supplier.

The Challenge

The lease on SBW's Bristol based office space was expiring, after 10-years as the company's base.

Faced with the daunting prospect of moving their entire operation in the City, they needed a trusted partner to help achieve a seamless transition for their clients and their team. We were on hand to help.

Freestyle IT were on hand, to ensure a secure transition for their IT and a seamless experience for their customer service provision.



The Solution

As soon as SBW had selected the perfect location for their new headquarters, Freestyle IT helped plan the move from an IT perspective, evaluating all potential issues and time offline.

Our Technical Services team undertook a site visit, to the new premises, assessing the challenge and putting a plan in place, for the move date and beyond.

Together with the SBW Management Team, we defined the ideal location for key aspects of the IT (including their Server) in the new space.

The existing cabling at the new office was assessed and additions to the infrastructure were specified.

To ensure all went smoothly, we liaised with the company who were already based in the offices, with the aim of enabling the office to be as fully equipped as possible, prior to the move date. **The team could then get to work from day one.**

We provided:

- New cabling, electricity and data ports to facilitate the company's IT needs and to allow for future expansion
- The installation of equipment to the new office, to make the move as seamless as possible.

Moving the existing equipment from the old office into the new one, outside of office hours, we ensured that the company was ready for business the next morning.



Freestyle IT Services and ongoing support

With Freestyle IT as their trusted IT partner any of the SBW team can call our Helpdesk, or log a ticket via our online Support Hub, when any IT issue occurs. One of our friendly and responsive team can help and advise and we can deploy an Engineer remotely, or onsite, to solve the problem swiftly.

Freestyle IT also proactively monitor SBW's IT systems, to find and resolve issues before they impact the business, maximising productivity.

“Moving offices can be a stressful time, particularly where IT is concerned. We were very conscious of not being out-of-touch with our clients for too long. With Freestyle IT on board, we were able to guarantee our clients minimum disruption.”

*Freestyle IT's friendly and professional team offer us a full time service, fixing all of our technical issues as they occur with zero hassle. Without Freestyle IT we would be unable to promise such a consistent service to our own clients. **Simon Wright, Owner, SBW Advertising***

Contact us today...

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