



UK based digital communications Agency achieves rapid payback on IT investment via 10% increase in sales force productivity and 50% reduction in IT maintenance headcount costs

SOLUTION SUMMARY

Challenge

Moonfish Ltd is a successful and well known digital communications agency based in England, employing 28 employees in offices in Manchester and London. The company specialises in the provision of digital design and build services and digital marketing solutions. The company successfully survived the recent IT downturn and posted 87% revenue growth in 2003. The challenge now facing Moonfish is to position itself better as the larger, traditional marketing and advertising agencies develop their digital marketing services.

Solution

First, to help capitalise on the revenue opportunities in the market, Moonfish management decided to provide the sales teams with Intel® Centrino™ Mobile Technology powered Sony VAIO notebooks to enhance their off site productivity. Second, to help customers interact more productively with the company Moonfish decided to upgrade the company website. This resulted in the decision to install an Intel® Xeon™ processor-based Dell 1600SC server. Finally, in order to support the ever increasing amount of internal data traffic and to provide headroom for further growth, the company invested in an additional Intel® Xeon™ processor-based Dell 1600SC server and three Intel® Pentium® 4 processor-based Dell 600SC servers.

Vendors and products

5 Sony VAIO Notebooks based on Intel® Centrino™ Mobile Technology
 3 Toshiba Tecra 6100 Notebooks based on Intel® Pentium® 4 processors
 5 Dell OptiPlex desktops based on Intel® Pentium® 4 processors
 8 Evesham Vale workstations based on Intel® Pentium® 4 processors
 3 Dell 600SC servers based on Intel® Pentium® 4 processors
 2 Dell 1600SC servers based on Intel® Xeon™ processors

The Business Challenge

Moonfish Ltd was founded in 1994 by Kate Drewett and has a strong reputation as a creative digital communications agency serving companies in the IT, telecom and consumer electronics industries. Clients today include Cisco Systems and Sharp Electronics. One of the challenges facing Moonfish is to take advantage of the fact that corporate marketing budgets are seeing a relative shift from offline to online media. Whilst this trend plays to Moonfish's particular strengths, it has also resulted in more competition from the larger, traditional marketing and advertising agencies. More than ever, Moonfish has to continue to offer high quality creative solutions as well as great value for money. According to Managing Director, Kate Drewett: "As a small specialist agency facing mounting competition from the large traditional players, one of the key ways to create competitive advantage is through delivering a consistently high level of service. To do this in our industry means working to meet the demands of budget and time on every single project."

A major challenge therefore is to provide outstanding service levels without incurring excessive cost. Again, according to Drewett, "We place great emphasis on project management at Moonfish in order to control the budget for each project and protect our margins."



However, if a project runs over time, due to internal inefficiencies, it can dramatically impact the final profit we make. Each project is different, but as little as a 15% time increase can turn a project in to a loss.”

Given the above, Moonfish decided to look for ways to enable more productive use of time for the sales team.

An average of 50-60 hours per month is taken up by the sales team travelling by train. Was this time being put to the most productive use? Likewise, Moonfish recognised the need to upgrade other important elements of their IT infrastructure to improve internal workflow efficiencies and ease of interaction with the company for existing and potential customers.

The Business Solution

Given the above, Moonfish decided to look for ways to enable more productive use of time for the entire workforce. This is where IT has made a significant impact. Says Moonfish Technical Director, Roberto Simi: “Given our plans for rapid growth we recognised the need for a complete server and desktop refresh.”

First, Simi took a look at the sales team and found that they spent an average of 50-60 hours per month travelling by train between Manchester and London to make client presentations and pitches. Unfortunately, not all this time was as productive as it could be because notebook battery life was limited and wireline connections were not always available. Therefore the company decided to invest in 5 Intel® Centrino™ Mobile Technology processor-based Sony VAIO notebooks. By upgrading the notebooks Roberto Simi calculated that the average salesperson would be able to gain an extra 10% uptime preparing for meetings away from the office.

This meant that the decision to buy the Intel® Centrino™ Mobile Technology processor-based notebooks would pay for itself in just three months. Second, as the business grew, Simi knew that the organisation was approaching the capacity limits of the existing servers. This constraint was made even more acute by the increasing size of internal data files that project teams had to collaborate on. If deadlines were to be met and quality guaranteed, software upgrades became a priority. Simi therefore recommended that the refresh program include an upgrade to 2 Intel Xeon processor-based Dell 1600SC servers and 3 Intel Pentium 4 processor-based Dell 600SC servers as well as an upgrade from Microsoft* Windows NT* to Windows 2003*. Apart from enabling much faster file and data transfer among project teams, this upgrade also meant that security backup could be run during work hours without impacting other open applications.

Finally, Moonfish also decided to upgrade their website to facilitate the generation of sales leads and to install a more sophisticated content management system (CMS). This also required a more powerful server and again the choice was an Intel® Xeon™ processor-based Dell 1600SC server.

One major longer term advantage of running with the 2 new Intel® Xeon™ processor-based servers is that current usage now leaves over 90% headroom for additional applications and future growth. In fact Moonfish is currently selecting a new CRM application in the safe knowledge that server capacity is more than enough for whatever choice they make. Also, as a direct result of the refresh programme maintenance time and administrative headcount had been cut by 50%, freeing up additional resource to be customer facing and revenue generating.

LESSONS LEARNED

- Intel® Centrino™ Mobile Technology delivers rapid ROI by increasing sales team productivity by 10%.
- Intel® Xeon™ processor-based servers reduce maintenance headcount costs by 50% and enable faster team collaboration on time critical projects.
- Intel® Xeon™ processor-based servers provide major increase in headroom for rapid growth and additional business critical applications.

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