

## How Innovative IT Solutions Reduced Network Crashes and Headaches for Top-Tier Agency



- ▶ Cut log in times by over 1000%
- ▶ Stabilised JobBag
- ▶ Improved email reliability
- ▶ Implemented efficient backup
- ▶ Streamlined Mac and PC cross platform use

***"Getting These Problems Resolved Was Like a Breath of Fresh Air"***

Paul Henderson, Creative Services Director

Mercer Bell is one of Australia's independent direct, data, and digital advertising agencies. Awarded B&T's prestigious DM Agency of the Year in 2009, Mercer Bell is nationally renowned as an innovative direct marketing firm that creates digital and direct interactions that work together to build businesses and brands.

As a company, they manage hundreds of creative assets daily, dozens of client relationships at a time, and 45 employees. In order to be successful, they rely on the creativity, speed, and innovation of their personnel -- and, of course, computing systems that work.

### The Situation

"We went through a period of time where the network had a tendency to grind to a halt," says Paul Henderson, Creative Services Director at Mercer Bell. "When that happened, campaign timelines were impacted, jobs would not proceed to plan, and delays had to be made up once we were back online. It was so frustrating!"

JobBag, their primary account management software, experienced frequent crashes. Each crash required a reboot of the entire network, and sometimes even data restore.

To make matters worse, email was spotty. "Email was one of the biggest problems. Whether it was client contact, supplier contact, or just internal communication, email problems were possibly the largest impact server crashes had on the business.

"Our IT problems really impacted morale," Henderson continues. "There came a time when staff were completely fed up with the IT issues we experienced. The crashes often meant that affected staff would sit around for hours waiting for an issue to be resolved, only to then have to work back to complete their workload."

### A Search For Something Better

After several unsuccessful attempts to get their existing IT provider to correct the issues that were costing them time, energy, and resources, Mercer Bell decided to find someone else. A Google search for Managed IT for Advertising Agencies led them to Hulon IT, and within a matter of weeks Mercer Bell had a new IT outsourcing firm working around the clock to fix their problems.

### The Solution

First, Hulon IT performed their Ad Agency IT health check, a comprehensive evaluation that provided clear direction on how to overcome their existing problems and prevent future difficulties. Next, Hulon IT upgraded the server and cleaned up user profiles. Now upon logging in, the server only copies the information that is absolutely necessary, as opposed to all information. This single change decreased log in times from 20 minutes to 1-2 at most -- a productivity increase of over 1,000%.

*"Mercer Bell values Huon IT's long-term dedication to our company and we rely on them to provide cost-effective solutions that make a lasting impact on our efficiency and bottom line."*

Paul Henderson,  
Creative Services Director

Then, Huon IT stabilised JobBag, Mercer Bell's project management software. Huon IT moved JobBag to its own dedicated hardware, and it hasn't crashed since - not once.

In addition, Huon IT installed a dedicated email server. Email reception and delivery rates skyrocketed, reducing internal confusion and problems with client communication.

Finally, Huon IT addressed back-up issues by switching to an efficient, reliable system that only runs outside of business hours. As a result, performance is NOT affected by system back-ups in any way and Mercer Bell have 24 hour confidence their data is safe.

"It felt like a breath of fresh air the moment Huon IT took over as our IT support partners," says Henderson. "We feel so much more comfortable with Huon IT at the helm as our business continues to grow."

### **A Reliable Partnership & Long-Term Outlook**

"Huon IT stood out from day one as a partner who was keen to understand our business needs and work with us to resolve our issues. That's why we chose them as our long-term IT partner," says Henderson.

Now Mercer Bell relies on Huon IT for the following...

**Dedicated site management.** Thanks to fortnightly visits, the site manager assigned to Mercer Bell's case attends to user requests and performs ongoing maintenance.

**Online help desk.** Immediate service is only a phone call away, where users can access friendly and knowledgeable professionals who can assist either by phone or remote log-in.

**Dawn Patrol.** Thanks to Huon IT's innovative Dawn Patrol service, now Mercer Bell's networks are monitored 24x7, and manually reviewed by a consultant from 6:00 a.m. each business day. In one instance, a frozen server issue was resolved before Mercer Bell even opened for business -- and not a single user was affected.

**Cross Platform Service.** Huon IT is one of the few IT providers proficient with both Macs AND PCs, making them an ideal match for Mercer Bell's unique needs. "Our business is a mix of Mac and PCs, so it was vital that we engaged with a company that understands both technologies. Huon IT has proven that they have the skill set necessary to service all our needs in this area."

**CIO-level planning and advice.** Huon IT's managing director and technical director meet with Henderson every quarter to provide custom CIO-level advice to help Mercer Bell plan budget future upgrades and innovations.

## Huon IT Managing IT for 20 Years

Book your appointment today.