**Case Study – IT BIZ SOLUTIONS**

IT Biz Solutions offers a wide range of Information and Communication Technology services to businesses of all sizes.

IT Biz Solutions has recently gained a new client, Paul Burns, who is the Principal Consultant of Grow Management Consultants.

Grow Management Consultants is a small consultancy company specialising in leadership development services. These include training for members of companies’ management teams and providing networking opportunities to managers from a wide variety of companies.

In accordance with IT Biz Solutions’ procedures for new clients, Paul has sent in Grow Management Consultants Company Information and the following email:

Dear IT Biz Solutions

I have been referred to IT Biz Solutions by a colleague who is a very satisfied client of yours.

Basically, we are looking for assistance in improving our company’s website. We have a basic website, but it is time to upgrade it. I have heard that this is one of your company’s areas of expertise, and I am looking forward to hearing what you propose for us.

Once we have the new site up and running, we intend to manage it ourselves. Our staff don’t have the expertise yet, but we are hoping they will learn to do this.

I also think that the efficiency of our electronic communication is not what it could be, which is a little concerning and I am wondering if this is an area where you provide services? Although we do a lot of our work with our clients face-to-face, I firmly believe that it is through electronic media that effective business relationships are maintained in the long term.

I would appreciate it if you could develop a draft proposal and send it to me as soon as possible. We will then make an appointment to discuss it. Please ensure that your proposal also includes **timelines**, so I can co-ordinate these with our company’s operations. We are very keen to get this project completed as soon as possible.

If you have any questions about my company’s needs and how your company can fulfil these, please do not hesitate to contact me.

Regards,

Paul Burns.

**Client Profile – Grow Management Consultants**

**Introduction and services**

Established in 2010, Grow Management Consultants specialises in providing services to companies that assist them to improve their employees’ leadership performance.

Grow Management Consultants draws on its up-to-date knowledge and skills in best practice leadership concepts to assist clients with leadership performance.

Grow Management Consultants are committed to promoting individual and organisational leadership excellence. We do this by providing:

* Mentoring training
* Coaching
* Management consultation
* Management program evaluation
* Development of cutting edge tools, resources and expert advice
* Sharing best and next practices
* Leading organisations through the process of creating a leadership culture
* Recognising and celebrating excellence in leadership.

**Values and culture**

Grow Management Consultants encourages and nurtures a culture that ensures that our team is dynamic and innovative and maintains the highest possible client service standards.

The core values underpinning all of our activities are:

* Quality
* Innovation
* Respect
* Reliability

Grow Management Consultants continues to build deeper customer relationships through:

* Customer-centred practice, with a focus on meeting their total needs for high-quality management
* Strengthen the skills of our people, to better support customers
* Drive innovation to better meet customer demands

**Service standards**

Our key service standards are:

* Respond to all enquiries within 3 working days.

Be friendly and professional at all time with all stakeholders

* Provide all agreed services to agreed timelines.

**Expansion Plans**

We plan to expand our client base by:

* Improving our marketing and advertising
* Continually improving the quality of service given to clients
* Maintaining effective communication channels with all stakeholders to ascertain industry requirements and then develop products and manage services accordingly
* Continually improving communication channels with all our stakeholders, ensuring a flow of timely and accurate information to facilitate effective planning and decision making
* Targeting identified growth markets with planned, market appropriate campaigns employing a variety of promotional strategies and advertising mediums
* Offering attractive fee structures to our clients
* Continually improving the skills, knowledge and effectiveness of Grow Management Consultants through our commitment to training and development
* Regularly reviewing the effectiveness of all our operations and making improvements when and where necessary

**Trends**

We know leadership skills are vital. See a recent report on this here:

<https://fbe.unimelb.edu.au/cwl/sal#about>   
(page not found, could be this [Survey of Australian business reveals failure of leadership](https://www.unimelb.edu.au/newsroom/news/2016/may/survey-of-australian-business-reveals-failure-of-leadership))

**Technology**

Grow Management Consultants uses the most up to date version of Microsoft Office for all documentation so that these can be used and modified by all clients.

**Service Level Agreements**

For online integrated accounting needs, we use Xero.

The company’s hardware is purchased and maintained through Office Galaxy, and a service level agreement is in place with them to keep all hardware purchased through them functioning and up to date. The Service Level Agreement will continue for another year, when it is due to be renewed or replaced.

**IT Biz Solutions Company Services Information**

IT Biz Solutions shows clients how to collaboratively transform information technology into business advantages.

We help to translate advanced technology into value for our clients through our range of professional services.

**Managed IT Services**

At IT Biz Solutions our Managed IT Services solves all of your technology issues so you can focus on running your business. We do this by giving you all the IT support you need, for a fixed monthly fee.

We are proactive with our support, offering efficient business solutions. We ensure that our clients always know what is planned and what is being implemented when, so there is minimal downtime and all issues are handled before they become problems.

Clients have direct access to our Senior Engineer, who knows how to fix things fast.

The IT Biz Solutions team becomes clients’ outsourced IT team. We continually monitor their system remotely, conducting backups and keeping them updated on what they need to know.

Our clients value not having to deal with IT issues anymore. We handle it all for them.

**Managed Continuity**

The IT Biz Solutions Managed Continuity service provides an affordable solution to a range of IT issues faced by businesses, such as:

* Data loss
* Fire or flood damage to IT equipment
* Theft of data, PCs or laptops
* Systems crashing
* Staff unable to work due to server issues
* Email not working
* Virus attacks
* No access to files

Managed continuity provides services which are all designed to protect clients’ business, save them money and help their business to grow.

This service includes training of staff in the new system.

**Managed Workstations**

The IT Biz Solutions Managed Workstations service keeps your PCs and laptops healthy, so you can concentrate on your business.

Advantages include:

* Reducing downtime
* Improving system performance
* Automatic installation of updates and upgrades

**Hardware Sales and Maintenance**

Instead of shopping for your company’s computers and information system hardware yourself, our clients can leave this to IT Biz Solutions. We know the industry very well, so we can get equipment at sale prices and make bulk purchases that attract generous discounts.

This service can also provide regular, guaranteed maintenance for all computers and information system hardware, whether it has been purchased through us or not.

**Managed Email Service**

The IT Biz Solutions Managed Email Service helps our clients to keep in constant contact with their customers, suppliers and contractors by email.

With Managed Email, we help you overcome common email issues in a cost-effective and efficient way:

* Virus threats
* Loss of emails
* Server downtime
* Lost email connection
* Junk mail filling your inbox
* Genuine emails getting blocked
* Running out of server space
* Unable to locate important emails

It takes about six weeks to set the system up as it involves research into the company’s current and future email usage as well as extensive programming. Once it is in place, however, it will function for the life of the company.

**Managed Security Services**

Every company’s confidential information should be comprehensively protected against hacker attacks.

The IT Biz Solutions Managed Security service protects clients’ data against internal and external breaches through a cost-effective, affordable solutions.

It helps keep clients safe from:

* Attacks on your email
* Data theft
* Virus attacks
* Unauthorised access to systems
* Downtime

This service takes about two months to put in place, depending on the size of the company’s data base, number of users and the complexity of jobs being performed.

**Digital Marketing Services**

IT Biz Solutions are committed to looking for ways to help our clients grow their business.

We do this by offering a full suite of digital marketing services that deliver specialist support to help our clients do business better in the digital age. We help with:

* Website design
* SEO
* Social Media
* E-marketing
* Strategy & Planning
* Content development
* Graphic Design
* Training

Website design

In this digital age, a company’s website should be at the centre of all the marketing that they do.

Every company absolutely needs a professional-looking website with great content that will inspire the viewer, with inbuilt systems that deliver new leads regularly.

Smart businesses understand the power of the passive income that an online shop can provide.

There are many reasons why a great website is a must for every competitive business:

* Every competitor has a website
* It gives access to millions of potential customers worldwide
* People will look online for products and services
* It helps to future-proof a business
* It represents affordable marketing
* It can be a platform for great advertising
* It provides passive income opportunities
* It is open 24/7
* Can improve customer service
* Provides a portal to share information about your business

Great websites do more than provide information: they can be a portal of communication between customers, employees, suppliers and consultants, and each of these can be maintained securely and personably.

This does not mean that all good websites are complex, but that complex websites offer a greater capacity for effective communication between all stakeholders.

Depending on the website’s complexity, it can take up to three months to set up. There should also be some ongoing website maintenance to ensure that the website is always up-to-date.

**Training**

IT Biz solutions can provide a wide range of training for clients’ staff.

Whether it be in website maintenance, email server configuration, or workplace set up, clients staff can be trained to take over these roles through planned courses that include theory and hands-on training.

**IT Biz Solutions Fee schedule**

For internal use only.

|  |  |
| --- | --- |
| **Fees** | **Details** |
| Managed IT Services | $500 per month |
| Managed Continuity | $750 per month |
| Managed Workstations | $150 per workstation per month |
| Hardware Sales and Maintenance | $200 per month |
| Managed Email Services | $1,600 set up and staff training |
|  | $200 per month |
| Managed security Services | $1,000 annual fee |
| Digital Marketing Services | $75 per hour |
| Simple website construction | $5,000 |
| Complex website construction | $10,000 |
| Website maintenance | $400 per month |
| Staff training | $75 per hour |

**Discounts**

Project Managers are able to offer up to 10% discount on total fees without pre-approval if BOTH of the following are satisfied:

* The business proposal fees total more than $10,000
* Closing the contract depends on a discount being given

**Case Study – IT BIZ SOLUTIONS – Project Progress**

Work began on the project two weeks ago.

As part of IT Biz Solutions’ standard project management procedures, you have received the following emails from the project’s team leaders:

Dear Project Manager.

The website is progressing well. The home page has received approval, and our current focus is on collating the information and images that are needed for the rest of the website. We are on schedule to finish the project on time.

The company management appointed several Administration Assistants to assist us in collecting the information that we need, and they have done this very well. They are a busy team, but well organised.

I have held the second hour-long training session for these staff, as they have been appointed to maintain the website after it has been set up. Although they are certainly capable of performing these functions, I am not sure that the expectation will be fulfilled. Namely, the staff are already working at capacity, and seem to resent this extra work being put on them. It appears as though their administrative tasks are many and varied, and they much prefer the more customer-contact work that they otherwise undertake.

But, as I stated earlier, they have been very helpful with information collection, and they are very much behind the work that we are doing here. It just appears as though website maintenance is outside what they can manage now.

If you have any questions about this, please don’t hesitate to contact me.

Regards,

Website Team Leader.

Dear Project Manager.

The Managed Email Services project for Grow Management Consultants is progressing well. We have been able to use some of the work that we did for the business consultancy firm we worked with last year, so we are ahead of schedule. The new system should be ready to show to the company’s management in about two weeks.

Regards,

Email Services Team Leader.

**Client Feedback**

As part of standard procedures, a survey has been administered. The results are as follows:

Are you satisfied with our service? Client Response – Very Satisfied

How would you rate the quality of our service? Client Response – Very good

How responsive have we been to your questions or issues Client Response – Very responsive

How would you rate the support you have received Client Response – Very good

How likely would you be to recommend our services to others – Very Likely

**Case Study – IT BIZ SOLUTIONS – Information following project progress report**

Dear Project Manager.

Thank you for your progress report.

I am pleased that the project is progressing as expected. My whole team is looking forward to the new website and the new email services.

I have also received internal reports from our Administrations Assistants about their issues with the website maintenance. I understand that they are currently under a lot of pressure: we have several large congresses coming up soon, and we have taken on three new clients in the last two weeks.

I suggest that we abandon the idea of training up the Administrations Assistants to maintain the website. I would prefer that IT Biz Solutions does this for the next six months at least, and we can re-assess the situation then. If our new website generates even more business, we will have to hire more Administrations Assistants in the near future, and we could look at including website maintenance in their job description and training them up to do the job.

I would appreciate it if you would adjust your proposal and the Service Level Agreement to reflect these changes. Include the costing for website maintenance for six months, and we can re-assess it then. Please also include the cost of the staff training sessions that have already been carried out.

Thank you for all your work,

Paul Burns.