



## CASE STUDY IT Support

### **Time & Leisure Ltd** (<http://www.timeandleisure.co.uk/>)

Time & Leisure publish a series of monthly leisure magazines aimed primarily at a domestic audience in the prosperous South-West of London (Wimbledon, Wandsworth, Putney, Clapham, Battersea, Fulham, Epsom, Sutton, Cheam & Kingston).

Articles typically focus on fashion, culture, cookery, interviews with visiting celebrities, the Arts and 'What's On' events in the local community, together with a significant advertising element.

### **What was the Problem ?**

The company has grown organically from a 3-person start-up to around 30 staff in the last 6 years and their IT requirements have evolved organically to meet their needs, requiring regular support and enhancement.

As you would expect from a graphical & publishing environment, the technology consists of a blend of Windows and Mac operating environments which need to work seamlessly together.

With hard-copy deliveries to around 155,000 ABC1 households monthly, continuous availability of systems in order for staff to meet fixed publishing & printing deadlines is a key requirement for the business.

### **How did Effective help ?**

Effective have been involved almost from the outset of the business and have provided on-going support throughout the company's rapid and profitable development.

The support required has ranged from establishing an interconnected Windows/MAC environment, various server enlargements/replacements, implementing dedicated broadband communications, introducing a viable back-up solution and undertaking office relocations & internal reorganisations at short notice.



Support calls are logged through Effective's Support Desk, prioritised and resolved in accordance with agreed Service Levels.

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