

Is that a Cannes Lion in your trophy cabinet or did 'computer say no?'

How to banish your
agency's IT headaches
and get back to winning.



Is tech draining

your agency's mojo?

www.techsolve.eu

As cool agency leaders in the world of advertising, branding, digital marketing or PR, we get why you might think IT is a boring distraction. **After all, you're a creative superhero. Doing good. Righting wrongs. Leading from the front.**



02/03

And you want to be recognised for your work as well.

That's why there's a trophy cabinet in your office. For those all-important accolades. After all, these things are important.

But to do your best work, creative people need to be enabled by technology in all its forms — not just collaboration tools and software licences. There's the back-office IT server as well. And ensuring data security protocols are up to date.

In a way, IT provides the utility belts and gadgets that help make standout superheroes.

So, it begs the question:

Where does IT responsibility sit in your agency? With the office manager? Your designated 'tech' person who got lumbered with it on top of their day job? Or with an off-site IT support desk that doesn't know you - or worse, that doesn't care?

As every superhero knows, to be at your best, you need a sidekick. A tech sidekick. Someone to look after what's important to you. Someone who works with you. Someone who's got your back.



Tech is critical to agencies



1 Central control and visibility of the IT estate

People come and go, but IT hardware is constant. You spend a tidy sum on computers, laptops, networking, software – and the rest. You need to know where each device is and that it's fit for purpose.

2 Network uptime and stability

You need your teams to have glitch-free and stable access to designs, plans, content and to be able to collaborate without friction.

3 Speed of response

When you're on a client deadline and you run into an IT issue, you want it fixed. NOW. You need to know the support desk feels your pain and is working with you, not against you.

4 Application experience

We're not talking Office 365. You've got complex and expensive licences to manage with specialist industry applications, tools and databases. You want someone who speaks your language.

5 Cybersecurity

You work with great brands and have access to some seriously confidential client information. Like it or not, that makes you a target for cyber villains. And we can all do with help to combat them.

You're not a generic business. You need somebody who knows your sector.

You need a sidekick.





“

We needed an IT provider that understands the fast-moving pace of our business, and the different roles that people have within a creative agency. **Techsolve is a perfect fit for us – a true partner that’s reliable, communicative and responsive.**

”

Kam Sanghera, The Corner

Techsolve – your IT sidekick

Three reasons to talk to Techsolve

Techsolve has been working with creative professionals - including digital marketing, advertising, branding and PR agencies – for 20 years. We understand what drives creative agencies. And we know that ensuring that your tech is fighting fit is essential to success.

We're "people" people who really understand your industry

While many of our peers prefer to talk in buzzwords, we're straight-talking people. We have real conversations with real people. Yes, we know our business. But we also understand yours. And our people skills make the biggest difference in helping your technology work for you.

We always give a level of service you'd be proud to offer your own clients

If it matters to you, it matters to us. That's why you get same-day support from people you know and trust. After all, isn't that the job of a sidekick? To be there when needed? To help save the day?

We're breaking the cycle of disappointment

If you've outsourced your IT support in the past, it's possible your experience may not have won any awards. Our mission is to put that right – to break the cycle of disappointment caused by IT providers that have failed to deliver. Our business is built on long-term customer partnerships and long-term customer satisfaction.

Whatever your IT
needs, we're here
when you need us.
You know where
to find us.



Bad tech is a fatberg in your productivity pipe

www.techsolve.eu



Tech is a powerful enabler of growth. But it can also be a hidden villain. Unwieldy processes. Dodgy meeting room AV. Slow out-of-date hardware and software. And 'meh' network connectivity. These can all work against you and your team.

And the knock-on effects can be painful. Tech problems can be disruptive leading to a breakdown in team harmony. It causes some people to lose their cool. Others simply suffer in silence. Either way, the result is the same – people working well below their best because they're making do with clunky workarounds to easily solvable problems.

Worse, if you're not already outsourcing your IT needs to a responsive provider, there's someone within your business who has to deal with it instead. That could be you. It could be someone else in your team. Either way, it's not the best use of resources. And it's no way to win awards. Your time, passion and energy are best spent leading the agency forward. After all, you've put up that trophy cabinet. It's time to fill it.

Contact

 0203 3 970 978

 hello@techsolve.eu

 www.techsolve.eu



Breaking
the cycle of
**IT managed service
disappointment**