

# CASE STUDY

## WE ARE WATERLOO

We Are Waterloo is focused on creating a safer and more pleasant trading environment for businesses. They actively promote Waterloo as an area that attracts visitors, whilst maintaining its individuality and unique character.



Since its creation in 2006, everything about the BID has been driven by Waterloo businesses. They represent the area and local businesses when it comes to public services and planning decisions and also act as a collective voice when lobbying key decision-makers. Their board is made up of a cross-section of organisations in the area and its oversight of the BID is informed by the discussion of a series of steering groups for each of their key areas.

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Helen Santer  
Chief Executive

Waterloo Quarter embraced cloud computing several years ago when it moved to a larger office in Waterloo. The company wanted to focus its efforts on delivering excellent customer service and no longer get involved in sorting out IT issues such as performing data back-ups or worrying about server space running out.

Following a recommendation from a company of a similar size, Chief Executive Helen Santer contacted WorkPlaceLive, a provider of hosted desk top solutions.

Helen commented, "We are a small company very focused on delivering services for clients, we can't afford to spend time sorting out IT and we aren't particularly technical.

When we heard about the hosted desktop solution from WorkPlaceLive it sounded ideal – not only does it give us remote access to our emails and IT systems from any location but WorkPlaceLive manages all our software, security and backups – **we no longer have a server in the office and we have peace of mind that our IT needs is being managed professionals.**"

WorkPlaceLive moved the IT systems across in a weekend so the whole implementation processes was seamless and no downtime was experienced.

"The system works incredibly well for us – it's quick and easy to use, and offers full functionality for home-working. It is also cost effective – it is a 'pay as you go' system. We work with several freelancers on various projects and **the system allows us to add new users as and when we need to and we only pay for what we need so we can manage costs.**"



"The real bonus for us is the WorkPlaceLive help desk, which offers first rate and highly responsive technical support – it's almost like having an in-house IT department. Most importantly for us, the advice is offered by 'real people' in plain English, not tech-speak. That is as rare as it is refreshing!

