

## Case Study - Pittilla PR

***"I only realised how much of my day was spent listening to staff moaning about computers when it stopped!"***

Julie Pittilla, Managing Director

### The Business

Pittilla PR is one of the leading public relations companies in the UK children's market. They have been responsible for promoting well know names including Teletubbies, Harry Potter, Lord of the Rings, Cabbage Patch Kids, Tweenies and leading children's clothing store Adams to name just a few. Julie Pittilla founded Pittilla PR in 1986 and they have spent the last ***"10 years being messed around and overcharged by people who claimed to be computer wizards."***

### Spear PC helped Pittilla PR with :

- 6 New PC's ✓
- A beneficial 3-year leasing arrangement ✓
- A Remote IT Management (RITM) System ✓
- Online Backup Data Backup ✓
- Onsite Installation and Set-up ✓

### The Requirements

The company had 8 computers and the requirements were simple. They needed computers that worked and consultants with the ***"ability to speak plain English, without using unnecessary and complicated jargon."*** As their business has developed the computer system had grown generically, resulting in some bits being newer than others and most being obsolete. ***"We really needed to start again from scratch."*** They were suffering a turbulent time with computers and no longer wanted to ***"wait days"*** for them to be fixed. Previously ***"the solution always involved spending money and at £50 an hour this was no joke."*** The IT solution needed to be affordable but most importantly 'hassle free'.

### The Partnership

Spear PC worked with Julie [Pittilla] to understand the requirements of the business fully. After careful and concise discussion it was decided that it would be more efficient and cost effective to supply 6 new PC's and Remote IT Management. When it was explained that one feature of RITM was remote access to their own PC from anywhere in the world, they were intrigued as to how this could make their working more flexible. ***"Spear made claims for the remote access system which I did not believe. However, this system has revolutionised the way we work."***

Spear offered Pittilla the possibility of leasing, highlighting the cash flow and tax benefits available and they jumped at the chance!

### The Spear Way

Spear PC endeavoured to take the headache out of IT for small and medium-sized businesses across the UK, by understanding and efficiently servicing client's needs. ***"In the bad old days if we had a problem (usually with software and usually operator error) it would take DAYS to sort out, resulting in days of downtime. Now, if there is a problem, we click the little icon at the bottom of the screen, have a nice chat with the unfailingly efficient and talented team, who if necessary, can possess the computer and drive out whatever little gremlin lurks within."*** Spear PC also monitor the systems remotely proactively reducing computer problems before they come to light.

### The Result

The results are clear. Spear PC identified Pittilla PR's needs and found an affordable and extremely effective method of enhancing their IT systems minimising the disruption to the business.

Using the secure Internet connection, staff can now access their computer from anywhere, which ensures information is always available and Pittilla can work more flexibly.

***"I cannot emphasise enough the ease of the Remote Management system especially for any company, which does not have internal IT support. It takes away all the strain, all the trying to get through to an outside support company and allows someone who knows what they are doing to take control of your machine and sort out the problem quickly and efficiently."***

***"I am so glad we found about this company Spear Doncaster. I already tell everyone I know about them"***