MARC EDWARD AGENCY TESTIMONIAL The Marc Edward Agency is a Brand

The Marc Edward Agency is a Brand
Activation agency with a true national
footprint that was founded in 1996.

We specialise in bringing brands to life through the use of People, Activations and Communications. We work across a variety of product and service categories in both the retail and out-of-home space, amplifying our efforts through shared, earned, and owned channels.



Outsourcing our IT environment to NST allowed us to drive our business forward

Business Challenges

Over the years the Agency has had a reactive approach to our IT environment and we needed to invest in new pieces of technology and upgrade our IT environment.

Key areas of improvement that we needed to focus on were our back up processes, slow internet speeds, and firewall integrity. It became obvious that our IT support arrangements that we had in place, were not suitable.

Additionally, our support costs were high and we found we were spending disproportionate amounts of time firefighting IT issues, which meant less time to spare for the Agency projects that will truly drive our business forward.

The NST Solution

In 2013 we had discussions with the NST's technical team, and it became evident that there were major issues with our IT environment that we had to address and the decision was made to move to NST to manage our IT environment.

Our decision to team with NST was based on the amount of knowledge they could bring to the table to advise us on ways to improve our IT environments along with providing a cost-effective support package.

Outcomes

NST has upgraded our IT environment with new software, servers and PCs, along with resolving our issues around internet speeds, internet links and how we do backups. We now also have a robust firewall in place. NST have implemented a structured management program for the Agency and this has been a big help in managing our IT environment and keeping it up to date. When we moved to new premises NST were able to relocate our IT environment seamlessly, a task the Agency would have struggled to achieve.

"We have worked with NST for nine years and have found the support team very reactive and courteous. They deliver a professional and cost-effective IT support solution". Edward Kaleel: CEO, The Marc Edward Agency