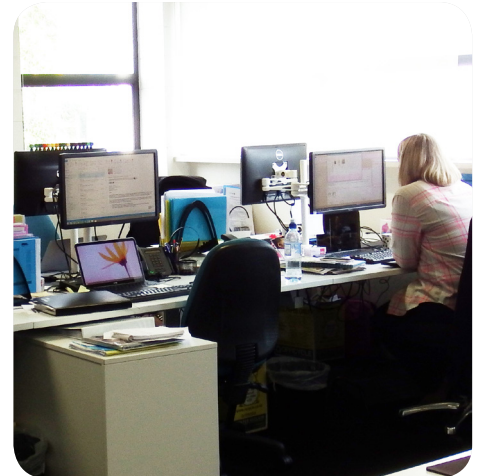


“When someone comes to me for help with their computer or phone I point them to the support number because I am confident that they can solve everything. Technical hardware, software support, it’s all dealt with. I don’t really need to know anything about it usually, which is liberating.”

– Graham Bass, Operations Manager
The Marketing Association



In the market for change

The Marketing Association is a cornerstone of New Zealand’s marketing industry, and the heart of the marketing community. A busy team of just 25 staff support a member base of over 6,500 business and marketing professionals.

The technology barrier

However, by 2012 the Marketing Association’s desktop devices and software were seriously out of date and performing slowly, and the ageing server platform needed potentially costly maintenance work. They had reached the stage where their in-house technology was a hindrance rather than a help to their day-to-day running. Having three different versions of Office running across the organisation limited collaborative working. The Marketing Association only had two licenses to remotely access their network and one of those was used permanently by a Wellington staff member. Working on the move wasn’t easy. It was unclear who

should have ownership of the issues, and getting support was a struggle - and expensive.

Frustration abounded. An internal survey showed that only 43 per cent of staff were happy with their technology tools.

Graham Bass joined the Marketing Association five years ago. Now the Operations Manager, he’s held a variety of roles within the organisation, including default IT Manager. As a believer in technology as an enabler, not a barrier, it was clear to Bass that the time for change was overdue. “Basically everything needed replacing. We were at the stage where it was a simple commercial decision. Having a full, or even part time IT Manager in a small organisation like ours, wasn’t worth it. In terms of cost-effectiveness, I was very much in favour of a managed service model.”

Fuji Xerox OptimiseIT

The Marketing Association considered several options including Fuji Xerox’s OptimiseIT, and an alternative managed service which required upfront investment in hardware.

Although a long-term office device partner, Fuji Xerox’s OptimiseIT solution was new to the Association. The package offered fully managed and supported Dell hardware and the support of a local HelpDesk. It included high speed access to Cloud-based Microsoft applications (SharePoint, Office 365), and Skype for Business to manage their telephony and video conferencing needs.

The competitive per user per month model offered by OptimiseIT won the day, and the Marketing Association left their aging and fully depreciated infrastructure behind them.

Perfect all-round performance

Marketing Association staff are delighted with their easy-to-use remote access, and haven’t found a difference in performance when working in or out of the office. Because the team was already familiar with Windows-based browsing and filing, the move to Microsoft SharePoint was painless.

Using a consistent version of Office across the workplace means collaboration has vastly improved. Everyone appreciates being able to access Outlook from desktop, tablet and phone.



The IT Manager mantle has been lifted from Bass's shoulders. He no longer needs to make administrative changes for other staff, or worry about secure scheduled backups. Having one centralised support desk for all OptimiseIT services is a major advantage. "When someone comes to me for help with their computer or phone I point them to the support number because I am confident that they can solve everything. Technical hardware, software support, it's all dealt with. I don't really need to know anything about it usually, which is liberating."

As an organisation, the Marketing Association benefits from the cost certainty of a lease agreement. Hardware upgrades are built into the OptimiseIT contract, so monthly costs remain consistent and predictable. Moving from a CAPEX to an OPEX model removed any pressure associated with a decision to add a new user, for example. "There's no upfront capital cost, so we certainly see the long term benefits," said Bass.

A good call, a great move

Bass rates Fuji Xerox's attitude throughout the process as 'outstanding', and he enjoys the accessible, knowledgeable and efficient support service. "Their call handling is well set up," said Bass. "Everything's tracked and managed, and nothing sits unresolved for long."

The Marketing Association moved to OptimiseIT in August of 2013. When they shifted premises from Ponsonby to Parnell in early May 2015, they were thankful for their decision once again. What might have once been a daunting task became a simple matter of 'plug and play' to achieve a 'business as normal' status.

It's 'yes' from us

OptimiseIT has delivered nothing but positive outcomes in terms of performance, cost, support and accessibility for the Marketing Association.

And better still, when they re-surveyed their staff and asked 'are you happy with your technology tools?' the resounding answer was 100 per cent 'yes!'