

## Nunwood - Customer Success Story



**nunWOOD**  
Insight · Analytics · Activation

- Eliminated Thousands of Unwanted Emails a Day
- Significantly Reduced Email Server Load
- Stopped Directory Harvest Attacks and DDoS

### Solution

*"5 reasons why I chose Google Apps (in no particular order);*

*Features – I want the latest tools/features and don't want to have to wait or worse still pay to upgrade licenses/hardware/staff to get them, while waiting.*

*Reduce Overheads – both time and money, why allocate my staff hours backup/patching/hardware maintenance of internal infrastructure when I can get it done for me for less.*

*Cope with Growth – For us we have five mail office locations in the world, this was two just two years ago and with the same growth planned in the next two. I need a solution which I don't have to throw a lot of infrastructure at to react to this growth, most times I don't get the warning to plan.*

*Collaborative tools – the geographically diverse nature of the workforce is hard to support, but when they work on the same projects I need tools/features/ technology which enables that (without costing the earth).*

*Appscare – From the first meeting there was a good feeling about the kind of people we were dealing with. Having a senior technical specialist in the first meeting gave me a very good impression that any answer could be answered. Considerably less 'salesy' than other we talked to and that was encouraging while still able to give me the number/answer I needed. Smooth handover from pre-sales into post and also have demonstrated flexibility to how the project is run, we defer to knowledge but are not bossed into doing things".*

Adam Upsall – Divisional IT Director

### Business

Nunwood is a new model of agency. Their work starts with *insight*, but is always linked to commercial *analytics*. They use this to create clear, profitable direction for their clients.

However, Nunwood do recognise that great strategies are only as good as what they lead to. Their unique *activation* focuses on combining consulting, film, graphic design and systems development to bridge the gap between planning and success.

They use this approach across 6 Areas of Expertise - centres of best practice in international marketing and business strategy.

Nunwood has been uniquely designed to help their clients lead their businesses using astute, visionary insight firmly linked to action and return.

Operating out of hubs in North America, Europe and APAC, they work alongside the research, marketing and strategy functions at many of the world's most inspirational brands.

Their aim is to create inspirational partnerships that deliver exciting, measurable success to everyone involved.

### Results

**- saved £47,000.00**

<http://it.nunwood.com/your-questions-answered/>

### Our Challenge

- Nunwood has a globally dispersed workforce so the need for greater collaboration was vital to the sustainable success of the company.

- The company is growing exponentially and therefore require a solution that can match this rate of growth whilst improving the efficiency of the work place.

- Due to previous research undertaken by Nunwood they were essentially happy with their change management solution however they had concerns over implementation to end users and two-way communication.

#### About Appscare:

Appscare is a brand of Netpremacy Global Services and a Primary Partner with Google.

As a specialist provider of cloud computing and enterprise security solutions, Appscare provide Google Apps Certified Deployment Specialists, Prince 2® project managers and change management experts, using only those that have undergone technical, operational, product, and commercial training.

Passionate about customer success, we help our clients reduce the cost and complexity of IT operations, innovate in their business and safely navigate the IT industry transformation from on-premise deployments to Cloud Computing.

Appscare boast an unrivalled skill set combined with decades of industry experience making us your Google Apps partner of choice to ensure a seamless transition to the cloud.