

IT Security Firm Sees The Benefit Of Cause Related Marketing

Submitted by: Perfectly Picked

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Security Partnerships supports the British Red Cross

Network security provider Security Partnerships (SP) is breaking new ground with the British Red Cross through the signing of an agreement to provide free consultancy under the banner of Cause Related Marketing (CRM). As with many charities, the British Red Cross relies on the generosity of its givers to help raise money, and when businesses such as Security Partnerships (SP) buy into the CRM initiative, it encourages other businesses to do the same. And the receiving of IT consulting on a pro-bono basis is a first for the MIS department in the British Red Cross.

Cause related marketing is a commercial partnership between a charity and a company that involves associating a charity's logo with a brand, product or service. This was the perfect fit for SP who had been looking for an opportunity to put something back into the community as Dan Harris, Director, SP explained: "Cause Related Marketing allows us to obtain a positive association with a charity, in this case the British Red Cross, while they get the benefit of our knowledge for free."

"In our experience charitable organisations face the same IT security risks as corporate businesses" continued Harris, "but often lack the ability to attract quality suppliers who will work for discounted rates. The arrangement we have with the British Red Cross works well for both of us."

The idea behind the CRM scheme is that it can encourage sales of the sponsoring companies product as well as raising funds for the charity. SP has signed a 1 year agreement with the British Red Cross offering £25000 worth of consultancy for free which will be spread out over the year – as and when it is needed. In addition to the free consultancy, SP is providing all products at cost price.

Establishing the agreement between the two companies was easy as Steve Gallimore, Infrastructure Manager for the British Red Cross outlined. "Setting up the CRM agreement with SP was very simple. In fact, it only took us 2 to 3 weeks from the initial contact before we were actually working together."

The British Red Cross has 125 sites and 1100 properties and its requirement for security is growing all the time. With an IT infrastructure team of only three, resources are always tight. "Most charities IT departments have limited budgets and resources" said Gallimore. "So an arrangement such as the one we have with SP is the perfect solution. Additionally, it is great to work with a partner we trust. I think it would be highly beneficial for other charities to try something similar."

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For more information on Security Partnerships please call:
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About The British Red Cross

The Red Cross and Red Crescent Movement is the largest independent humanitarian network in the world, with more than 100 million members across the globe. One of the most active members of this movement, the British Red Cross is a leading UK charity with 40,000 volunteers working in almost every community.

www.redcross.org.uk

About SP

Established in 1998, Security Partnerships (SP) enables secure business for some of the UK's largest companies. SP prides itself on its independence, which allows it to deploy 'best of breed' products

and value added services. www.sp-uk.com