

Burrows reaps efficiency gains with Hornbill's Supportworks Essentials

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Publishing and marketing services specialist improves IT support and sees return on investment with Hornbill helpdesk software

Burrows, a market leader in the marketing and publishing services to private and public organisations and part of WPP, has recently selected Hornbill's Supportworks Essentials helpdesk software to support users throughout the company. Using Supportworks Essentials, the IT team supports staff located in offices across sites located in the US, Germany and the UK. The company selected Hornbill's solution for its functionality and ability to be customised for use by other departments. Since using Supportworks Essentials the IT team has achieved faster resolution of calls and improved customer satisfaction, expecting to see a 100% return on investment within a year.

According to Jeremy Vince, IT Manager at Burrows; "Prior to implementing Supportworks Essentials we had a centralised helpdesk facility that was provided by our parent organisation. However, as our business systems are quite specialized, we found that the central service desk could not handle our users' specific queries, passing them back to us, and taking longer in the process. So it became necessary for us to take control of support calls from the initial submission and without a suitable helpdesk solution this would have not been possible."

"Hornbill's system provided us with the exact amount of functionality that we required and it represented excellent value for money over competitive solutions."

The IT team logs and tracks all calls using Supportworks Essentials and has improved its customer satisfaction as a result. Issues are resolved much faster directly by the team rather than being passed on by the group service desk.

Since implementing Supportworks Essentials, the IT team has been more proactive. Reports from the system help to identify patterns and trends in user demand and issues, which enable the team to put pre-emptive measures in place. The team has also customised Supportworks Essentials to meet the specific needs of the Facilities department.

Burrows has not only gained efficiencies in the support team, it also expects its investment in Hornbill's system to pay for itself over the next year, replacing the previous costs of subscribing to the group service desk solution.

Gerry Sweeney, CEO of Hornbill Systems commented, "Companies like Burrows need to focus on their core business and rely upon their computing systems to support the operations. By investing in a system like Hornbill's Supportworks Essentials they can reap the benefits of a more effective support team that can service IT users and work proactively. Supportworks Essentials provides the functionality to do this and to extend the disciplines to other departments, really helping to maximize the IT investment."

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NOTES TO EDITORS

About Burrows

Burrows (Allan Burrows Ltd), part of WPP, is a market leader in the design and delivery of publishing and marketing services to major organisations throughout the United Kingdom, Europe and beyond.

Burrows have developed a comprehensive service offering to bring ideas to life, from marketing and

communications strategy, through original and fresh creative, to efficient and accurate print and digital production services. They have created sophisticated tools to support their clients, including online translation, localisation and approval workflows for pan-European collaterals and advertising, and pixel-perfect computer-generated imagery, animations and film. Their vehicle configurator for Ford is class leading.

All of their services, however, are backed up with two simple words... 'can do'.

For further information about the Company, please visit: www.burrows.info

About Hornbill Systems

Service Management software from Hornbill enables organisations to provide excellent customer service while benefiting from the economies of consolidation on a single technology platform. Supportworks' service desk templates are designed for rapid deployment within any employee or customer support environment, including ITIL-compatible IT Service Management, IT Helpdesk, Customer Service, HR and Facilities Management with the flexibility to build additional desks at minimal extra cost. Hornbill's software supports thousands of commercial and governmental sites worldwide. Hornbill Systems was founded in the UK in 1995 and has US offices in Dallas and New York.

Hornbill has earned many industry accolades including; Service Desk Institute "IT Service and Support Technology Supplier of the Year" for 2008, "Best Business use of Support Technology" with Sharp Electronics and "Support Excellence Award for Smaller Helpdesks" with Camelot in 2005.

High profile customers include Atos Origin (Athens Olympics 2004, Torino Winter Olympics 2006 and Beijing Olympics 2008), Buckinghamshire Hospitals NHS Trust, London Borough of Waltham Forest, Greggs, London Metropolitan University, RSPB, Chubb Insurance, House of Fraser, Halfords, The National Archives, and Camelot.

For more information about Hornbill's solutions please visit <http://www.hornbill.com/>

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