



Hassle free delivery of IT support



“Wizard speak our language. Time is too important for us to waste on technical details, we just need IT to operate seamlessly in the background and Wizard achieve this effortlessly.”

Martin Bodenham, co-founder

Service Features:

- Fully outsourced IT and Network support
- Home service provided to remote workers
- Proactive and quick to respond
- Hassle free delivery of technology

Service Differentiators:

- Expert knowledge of a wide range of technologies
- Deep understanding of client's needs
- Strong element of trust
- Only recommend required technology

Overview

Advantage Capital are a UK based private equity business that specialise in UK management buyouts. Established in 2001, the company has regularly outsourced its IT function, but until working with Wizard, found the level of technical expertise from their suppliers was not sufficient for their needs.

Recommended by other companies within the private equity community, Advantage Capital approached Wizard and were immediately impressed. The criteria in choosing a supplier was straight forward, they just needed to be able to deliver technology that fixed a business issue.

Martin Bodenham, co-founder of Advantage Capital explains their rationale, “We don’t need to know where electricity comes from; we just need to know that when we press the switch, it’s there. That’s exactly what we get from Wizard. From the start of our relationship, they understood that the finer details were not important to us, what mattered was that the systems worked and that new technology was introduced faultlessly.”

Strong commercial understanding builds trust

For the last two years, Wizard has worked as part of Advantage Capital’s team, likened to an in-house IT department, which just happens to be located externally. Advantage Capital particularly like that their account is always handled by the same people, so they know and understand the company’s needs instinctively. Satisfaction with Wizard’s performance is not just the domain of its customers, the company’s high level of staff retention, speaks volumes for the way it treats employees too.

It is not just the company’s superior technical knowledge that impresses Advantage Capital, Wizard has a strong commercial sense too. It understands that private equity firms need to be constantly operational and react quickly to any issues that arise. For Advantage Capital, that means never having to wonder if Wizard can deliver and this certainty has forged a strong relationship between the two companies.

This element of trust is also apparent from the home visits that Wizard undertake as part of its work to support Advantage Capital’s mobile workers. In the home environment there is no standard setup, so Advantage Capital rely on Wizard’s expertise to ensure that a myriad of vendors’ hardware and software operate seamlessly

Never oversell technology

Advantage Capital appreciate Wizard’s ability to interpret accurately the company’s needs when gaps in technology need to be plugged, but also its honesty when change is not necessarily required. When Advantage Capital enquired as to whether it should upgrade a particular server, Wizard was quick to point out that although an upgrade would eventually be inevitable, that it was not a priority and that the impact on the business overall would be greater than the immediate benefits.

In the past, Advantage Capital always felt that their understanding of what it required from technology was ahead of their suppliers, but with Wizard a balance has been achieved as Martin Bodenham concludes. “It’s hard to improve on a service that is already great. We know that we can rely on Wizard to deliver, there is absolutely no doubt that whatever is required they will be there working effectively and quietly in the background.”

Recent projects

- **Installed Cloud Server-** Due to distributed users it was beneficial to centralise their servers with Wizard’s hosting service, so we migrated Advantage Capital’s servers to a virtual hosted environment.