

Case Study

How Cloud4 helped Deli Devine Ltd to improve communications

Deli Devine was founded by Debra Lendrum in 2011 as an innovative and exciting prospect for coeliac' across the world. Diagnosed in 1992 herself, Debra has researched the globe in her hunt for the most delicious, tasty and satisfying gluten free foods on offer.

Company name:

Deli Devine (UK) Ltd

Who are Deli Devine:

Specialist supplier of Gluten free gourmet foods to Coeliacs' founded by Debra Lendrum .

Type of Business:

Sourcing and Sale of Gluten free foods.

Requirement:

A professional and versatile business email solution with sharing and collaboration tools built in.

"I came to Cloud 4 because the service I received from elsewhere was very poor.

It did not matter that I was a small start-up business, they made me feel important, provided me with what I needed at the right price and did it in a timely manner and the service was great. Thank you."

Debra Lendrum, Deli Devine



Benefits of taking Hosted Exchange Services from Cloud4 Computers

- One of the leading UK Exchange providers supporting thousands of users globally
- Choice of feature rich Exchange 2010 or Exchange 2013
- Expert migration support from an UK based team (over 1000 migrations since 2009)
- Securely hosted 24/7 in ISO-27001 datacentres

Why did Deli Devine choose Cloud4?

With an expert UK based team and a customer centric approach to service, Cloud4 were able to demonstrate the skills and service levels needed to help Debra as her business grew. The strength of our reviews and feedback from existing clients also gave Debra clear insight into Cloud4's high service levels making it the ideal partner.

Having experienced a number of issues with reliability and service elsewhere, Debra was keen to make the right choice of service provider. After reading reviews and speaking to existing clients along with experiencing our friendly personal service and competitive pricing, it was easy choice to make.

Deli Devine's Main Objectives

In spite of being a small start-up business operating in a niche environment Deli Devine was expected to grow rapidly. Debra decided that she would need to be smart with the way the business used IT and identified hosted services as the way forward for improved communication. Debra decided on moving to the cloud because it could support growth without capital investment.

After taking a Hosted Exchange service with another provider, Debra became unhappy with the levels of service she was receiving, especially when experiencing downtime.

Debra decided to seek an alternative provider and was extremely cautious about potential new providers to make sure the right choice was made. After reading Cloud4's reviews and speaking to the team, Deli Devine joined Cloud4.

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Debra Lendrum, Deli Devine

After migrating the business email away from the existing provider, our team provided access to the online control panel and also advised Debra that the team will be happy to help her manage the service and make any changes required for them quickly just by logging it.

As Deli Devine has grown, we have adapted a number of processes including how mail flows, to which users and also helped to streamline the order fulfilment process for web orders and new business enquiries. All that setup was part of the service provided to all users.

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Summary

Communication for an ecommerce business is critical and one of the main areas of concern for Debra was how she would be treated as a single user business after a poor experience with another large provider.

Debra required a company who could assist her in every way with the issues of setting up her emails, running the service securely and getting the best out of all the features that could support her growing business.

Deli Devine have been with Cloud4 over 18 months now and we are looking forward to continuously support Deli Divine's growth from an IT perspective in the years to come.

Cloud4 Computers is a leading provider of Cloud Computing, Business Mobility and IT Solutions in the UK and abroad. With over 15 years of technical and commercial experience, our focus is on providing unique solutions fitting your specific requirements along with high level support.

For more information on how to migrate your company to any of our Cloud Services, please get in touch.

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