

# Case Study

How Cloud4 helped Magic Lantern to improve communications

Magic Lantern is an educational charity that provides visual learning experiences in schools and to adult groups with a national presence. Their presenters give interactive presentations of famous works of art in schools to help enhance and bring to life every subject on the curriculum and to develop a wide range of skills..

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**Company name:**

Magic Lantern

**Who are Magic Lantern:**

Educational Charity that inspires learning through visual art.

**Type of Organisation:**

Charity (Registered Charity 104809)

**Requirement:**

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

*"Cloud4 made a huge effort to make our transition to their exchange server from our old provider as easy and efficient as possible.*

*We're very happy that they cater for charities and deal with any questions or issues in a friendly and immediate way."*

**Matthew Sanders, Director, Magic Lantern**



**Benefits of taking Hosted Exchange services from Cloud4 Computers**

- One of the leading UK Exchange providers supporting thousands of users globally
- Fully featured Hosted Exchange package including permanent archiving
- Expert migration support from an UK based team (over 1000 migrations since 2009)
- Securely hosted 24/7 in ISO-27001 datacentres here in the UK

## Why did Magic Lantern choose Cloud4?

Magic Lantern is a small but rapidly expanding charity. The decisive factor in choosing Cloud4 Computers as an ideal Hosted Exchange provider was the ability to actually speak with a real person who understood their needs rather than being directed to a call centre or setup guides like other providers do.

Magic Lantern had been experiencing a number of reliability issues with its current provider and decided to migrate their Hosted Exchange. After conducting a simple search on Google, Matthew found Cloud4 Computers.

It was not just the features and competitive price that encouraged Matthew to get in touch but the number of positive independent reviews he found online and recommendations from our clients.

After visiting the website and checking reviews, Matthew decided to get in touch with Cloud4 Computers by phone.

After the initial conversation during which all Matthew's concerns were answered successfully, the choice was easy to make and Magic Lantern started their migration.

## Magic Lanterns' Main Objectives

As a Charity Director, it was Matthew's responsibility to find a reliable Hosted Exchange provider and a more cost effective solution but primarily, human based phone support rather than automated or self-service.

Matthew expressed his main concern over the issues of service migration and the possibility of losing his existing emails.

*"It's cheaper than our last provider, caters for charities and humans are at the end of the phone rather than a call centre"*

**Matthew Sanders, Magic Lantern**

Cloud4's consultant explained that there is no risk of losing existing emails as long as the migration is planned and conducted correctly.

After being left disappointed with his previous provider, Matthew conducted thorough research on Cloud4 Computers beforehand which drove him to the conclusion that Cloud4 were the right choice for his charity, and he hasn't looked back since.

To Magic Lantern's satisfaction, the migration was handled smoothly with no emails or data loss as promised.

After the migration there have been no issues but should anything ever happen the support team are only a phone call away which is crucial for Matthew and his charity.

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## Summary

Charities, perhaps more than other businesses or organisations, continuously deal with budget constraints when it comes to IT related decisions.

The fact is that what charities need is not complicated in house IT infrastructure's which drain capital and resources, but a reliable hosting provider who is able to support and resolve any issues promptly.

Magic Lantern has been with Cloud4 Computers since July 2013 and continues to be very satisfied not just with the service and price but the personal support it has received.

***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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