

A close-up photograph of a woman with dark hair and glasses, looking intently at a computer screen. The background is filled with blurred digital data, including lines of code and various charts, creating a high-tech, data-driven atmosphere.

ILUX®

The
IT Services
Buyers Guide

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About the author



James Tilbury, CEO, ILUX

James is a graduate in Computer Science specialising in software engineering. He has worked in various IT-related roles, including a global healthcare manufacturing business supporting the systems and infrastructure.

IT is part of James' DNA. His father was the founder of Tangerine Computer Systems who developed the TAN1648 VDU kit and the Microtan 65, a forefather of home computing in the late 70s.

James has worked around the world, both in a software development role and performing major infrastructure enhancements and is widely recognised as one of the leading experts in digital transformation.

Having identified a need for enterprise-quality IT support and project management for SMEs, James founded ILUX to focus on IT supporting business growth.

The IT Services Buyers Guide

Chapter 1 - Technology changes everything in our businesses

Chapter 2 - You've got a business plan. Do you have an IT strategy?

Chapter 3 - Why business owners and managers switch IT partners

Chapter 4 - Protect the most important thing in your business

Chapter 5 - Why you should be highly sceptical of IT support companies

Chapter 6 - What every IT support company wishes you knew about IT

Chapter 7 - How to help your internal IT team

Chapter 8 - Don't take our word for it: here's what our clients say

Chapter 9 - About us

Chapter 10 - The first 90 days



CHAPTER 1

Technology changes
everything in our
business



What an extraordinary few years it's been for technology and for our businesses.

We had no idea, back at the start of the pandemic, just how long-term its impact would be.

What was initially a rush to work from home, accelerated the development of something that is now here to stay forever.

Hybrid working

Employees are demanding this flexibility. Data is becoming more transient and it is easier to access it on any device, from wherever you are. Whilst this has endless positives, it also means that data security is more important than ever.

Over the past few years, we've witnessed a significant rise in ransomware. We will talk in more detail later in the guide, but know that you absolutely need to develop a strategy to avoid it, rather than deal with the consequence afterwards.

Meanwhile, devices are getting smarter and software's becoming more intelligent. We only need to look at the way we use our phones today compared to just five years ago to see this.

Most businesses have seen their technology needs develop fast. These needs are still accelerating – and will continue to do so at a rapid pace. It's important that you have a technology strategy to drive this, rather than just a policy of reacting to needs as they arise.

Two key areas of technology you should focus on:

Defence - protecting your organisation from cyber criminals. Cyber-crime is increasing to unprecedented levels.

Investment - making sure technology is powering your business forward, not holding it back.

As all this evolves, more business functions will become reliant on good IT. Great IT support **and** strategic advice.

If you're reading this book, it could be because you're not 100% happy with your current IT company and want to change.

Of course, we'd like you to switch to ILUX!

This guide is designed to help you understand how a trusted IT consultancy partner behaves and what excellent IT consultancy and support looks like.

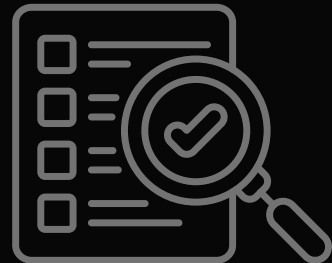
We will explain how we genuinely partner with our clients and refuse to become just another supplier and why it's critical you put your IT strategy and data security at the very core of your long-term business planning.

If you're ready to talk before reading further, flick to [Chapter 9](#) to arrange a conversation. And let's see how we can partner to help your business this year.



CHAPTER 2

You've got a business plan.
Do you have an **IT strategy**?



When did you last update your IT strategy?

If you don't have one or haven't given it much thought over the last few years, you should invest time creating or refreshing your IT strategy.

If you use any technology in your business – whether that's something as simple as checking emails or a full-blown network across multiple locations – a robust IT strategy will deliver a return on that investment. It is the foundation of a growing business and can mean the difference between surviving and thriving during times of uncertainty.

Of course, you could say there's a chance we are biased. But a well-thought-out IT strategy is vital for any successful business.

Your IT strategy should work alongside your business plan in the same way that your sales, finance and marketing strategies do.

Your strategy should include:

- How your technology will accelerate progress towards your business objectives
- Include short, medium and long-term targets
- Leave room for change where necessary

Your IT strategy should not be just about individual pieces of hardware or software. You will have plans for the technology and devices you use and those you aspire to use in the future.

The strategy is about your business and how your technology can help you to transform it, realising your objectives and ambitions.

A great starting point is to take a look at your entire IT infrastructure:

- What works well, and what would you like to improve?
- As your business grows, will your technology grow with you, or will you need to look at new software, networks, and even phone systems?

Speak to the people working in your business:

- What do they think works well, and what would they change if they could?
- Are there parts of your infrastructure that actually hinder what you're doing?
- Could you save time if you switched to different software or if one app could communicate with another?
- Understand where and how they are spending their time and identify inefficiencies such as slow systems or duplicated processes

When you are working with an IT support partner, they can help you identify the right hardware and software. They should make recommendations based on how you work, how you want to work, and what you want to achieve. They should be able to identify potential issues you may not have noticed and suggest a more straightforward way of doing things.

It can be a complex task to do this yourself. Your IT partner should support you with this.

Now, more than ever, expenditure needs to be justified. Every investment must work hard for your business. You want value for money from everything you do.

Create a range of metrics to help you track how well your infrastructure works for you. It's good that your team like the way a particular system works. But if you're not getting a return on your investment, it's not working as well as you might think.

They should also get involved with regular strategic reviews. It's up to you how often you do these, but we recommend one at least every six months. At the beginning of a relationship with a new client or during a large transformation project, this could be monthly or even weekly.

The reviews will help you analyse what's going well and what's taking longer than you'd like it to. A few adjustments may be all you need to get you back on track towards hitting your goals.

This is why we call ourselves an IT support **and** consultancy **partner**. Not an IT support company, not an IT support provider. We work proactively with clients to avoid problems rather than deal with issues after they have stopped working. We do as much as we can in the background to stop things from going wrong in the first place.

ILUX works with clients to create ongoing fluid technology roadmaps that align with their IT strategy.

It means that we both know:

- Exactly what will be happening over the next two to three years
- Exactly what technological investment you need to make

The planning and regular strategic reviews help us move in the right direction.

A technology roadmap will help you maximise your budget and deliver a better return on your investment.

A roadmap also allows us to see what can be delayed (if there's a problem); what investments are critical; and similarly, if you're ahead of things financially, what can be brought forward?

It's our partnership model that allows this in-depth planning to take place. We get to know your business as if it were our own. We're constantly working with you on your business and learning more about you and your team.

This commitment makes it easy for us to help you because we know and understand your ambitions and vision for your business.



CHAPTER 3

Why business owners and managers **switch** IT partners



The top 10 reasons businesses switch to a new IT support partner:

Reason to switch No.1

You're not seeing business results

Return on investment is everything. Especially now. You need to see exactly how hard your IT partner is working for you and what benefit that work is bringing to your business. Are they a pure cost or an investment? What have they delivered?

An IT partner should provide a detailed IT strategy and a set of metrics by which you can measure results.

These metrics should be relevant and important to your business. Not a standard set issued by the company or convoluted with jargon and vague metrics that are impossible to decipher.



Reason to switch No.2

Poor communication

This can cover a whole range of issues, from taking too long for them to acknowledge problems to not letting you know when updates are taking place or not getting back to you when they say they will.

Without working technology, your business can't run as it should. These little gripes can become huge issues if you aren't getting great customer service.

This is another way for you to distinguish a provider from a partner.

You need a responsive IT support partner who:

- Acknowledges issues in good time
- Keeps you in the loop of everything that you need to know
- Does what they say they'll do when they say they will do it

Just as your success is their success, your failure is their failure. So the faster an issue can be resolved, the better it is for both parties.



Reason to switch No.3

They don't take data security seriously

Yes, you read that correctly.

Some IT providers – whose job is to keep your data safe and secure – don't do the same thing within their own business.

They don't make it a priority to keep themselves educated on the latest scams and threats. So they can't keep you up to speed.

They won't go out of their way to ensure every last part of your data is as safe as possible. Or that your software is 100% up-to-date all the time.

I know... this scares me too...

Is this really a company you'd want to be responsible for keeping your business safe from the growing number of data breaches?



Reason to switch No.4

They won't go outside of their contract

“Sorry, we don't cover that.”

If you have ever heard this, it should be a red flag.

“We don't cover that” suggests a real lack of concern for your business. That's not what a partner is about.

A partner actively looks at new ways to improve your network, data security, and infrastructure. They won't be working rigidly to a one-size fits all contract. Every business is unique. You use different software and devices, have different people working with them, and have different goals.

You need a company that will take your goals as their own and do as much as possible to help you reach them.



Reason to switch No.5

Things take too long to fix

Understandably, some problems can't always be fixed immediately. Some issues take longer to get to the bottom of and may take a little more diagnostic work.

But in these situations, good communication is vital.

It might take you a while to see a resolution, but if your IT support partner keeps you updated at each step, you're confident it's in hand and can put a process to manage the situation in place.

If your support request is still waiting for a response three days later, you know you have a problem.

I have even heard from clients that some issues never get fixed! Or that one thing gets fixed only to break something else.

Technology goes wrong. It doesn't always work the way we want it to. But you absolutely should not be facing issue after issue and waiting days to have problems resolved. Silence is not the answer when you need help.

All that waiting means downtime for your business, which costs you money, time and, potentially, reputation.



Reason to switch No.6

They won't accept responsibility

When you take on an IT support partner, you both take responsibility for your side of the agreement.

Failing to do so causes a huge lack of trust and means the relationship is going nowhere.

I have heard from our clients that they reported an issue to their previous provider, only to be told that it's their fault that the issue arose (despite them following advice and instructions). Or they reported issues only to be told they need to contact someone else (such as a third-party software supplier) about the problem.

The idea of an IT support partner is that you trust them to deal with their area of expertise while you get on with yours. If they pass the buck when you face a problem, you are not getting the benefit of a support partner or the investment you are making in them.



Reason to switch No.7

They use too much jargon

If technology wasn't complicated, everyone could take care of their IT infrastructure without a problem.

However, the truth is quite the opposite. It's full of strange words and concepts, and everything changes every seven minutes (or it seems that way).

It's a minefield if you don't know what you're doing.

The hallmark of a good client/partner relationship is that they make the complicated seem easy. Better still, they make it sound easy. They explain things to you without sounding like they're speaking a foreign language.

Again, it all comes down to your connection as partners. If you can't communicate properly with each other, how fruitful is this relationship really going to be? The likelihood is that it'll leave both sides frustrated, and your business won't be able to make the most of the technology it has.



Reason to switch No.8

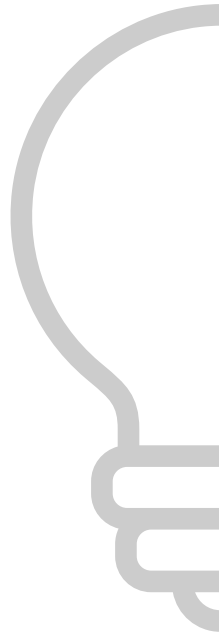
You're not learning

We're not expecting your IT support partner to teach everything they know. You don't need to be an expert in IT - that's what you're paying someone to do for you. However, there should be a certain element of education when you partner with an IT company.

For example, you need to learn about cyber-security, how to avoid scams and how to protect your data.

If you're told, "Let us worry about that", it should ring alarm bells. You cannot expect to keep your organisation safe from data breaches or theft if you don't know what you are trying to protect yourself from.

It's also important that they explain what they're doing. You need to have a basic understanding of how your infrastructure is set up for you. This will help you to help yourself when a minor issue occurs.



Reason to switch No.9

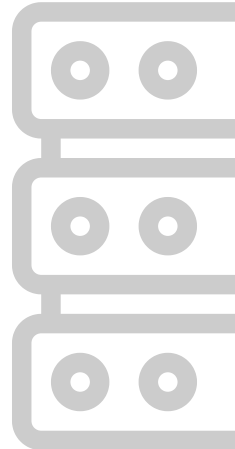
They are always pushing new hardware

Many of our clients complain that their previous IT support providers spent more time pushing new equipment than they did on the fundamentals.

Having the latest technology in your business is nice, but it's certainly not vital. There are lots of other things to consider before upgrading equipment and devices. Especially today when value for money and return on investment are critical.

Of course, your business will need a certain level of equipment to operate how you need to. Getting the infrastructure right before we even consider your hardware is often far more important. Additional devices, for example, are sometimes nice to have rather than crucial.

A genuine partnership means that they work with you to create an IT roadmap, which should detail at which points in the years ahead you need to budget for upgrades or additional devices.



Reason to switch No.10

You've outgrown them

Not necessarily a bad reason to switch IT support partners. Sometimes, your business grows too big for a smaller IT company.

The difficult part can be knowing when to make the switch. Especially when you're working with a company that you like.

It's worth keeping in mind that if

- your support requests aren't being responded to as quickly as you need
- the recommendations on how best to use technology to grow your business have stopped
- you need a higher level of support than they can offer

You may need to find a new IT support partner.

If you've noticed you need more support, they have probably noticed too. They may even discuss this with you first. No company wants to be out of its depth with clients.

When you place your technology at the heart of your business growth strategy, you see why having a partner you can trust is essential.





CHAPTER 4

Protect the **most important**
thing in your business



Working anywhere, any time, on any device has become a necessity. There's been a shift to this way of working over the last ten years, but the pandemic really increased the speed of change. Working flexibly means businesses can reduce costs, attract the best candidates for jobs, and have a happier workforce.

This flexibility is amazing. However, it also has its risks. For example, taking an unencrypted device away from the office can open your data to anybody. The sad truth is that cyber-criminals are trying very, very hard to access your data, take it away from you or hold it for ransom.

Malware, or malicious software (code placed on a device or network that can infect, steal, or corrupt your data), is increasing. A hacker can create malware to do exactly what they want once it's on your network. It can take a while to notice what has happened and can be complicated to remove.

But there's something more worrying: Ransomware. This is the fastest growing cyber-crime right now. If you are not taking all the right precautions, it is possible (or even likely) that you will fall victim to this form of cyber-attack at some point.

As the name suggests, ransomware is a kind of malicious software that encrypts your data so you can't access it. The hackers then literally hold you to ransom to regain access.

The reality is that even if you pay the ransom payment (usually in the form of cyber currency such as Bitcoin), you will never hear from the hackers again, and you will lose yet more money and still need to get your data back.

While absolutely anyone can become a victim of ransomware, it's becoming more common for SMEs that are targeted. Cyber-criminals know this group typically won't have unlimited resources to invest in cyber-security.

We don't want to scare (or bore) you with statistics, but it's estimated that 48% of businesses have been attacked with ransomware. That figure is rising every year.

The most common way ransomware gets on your device or network is by someone clicking a link in a suspicious email. Before your jaw drops that someone - especially someone in your own business - would be naive enough to click a link in a scam email, these emails are sophisticated.

They look like genuine emails from someone you know or would expect mail from - HMRC, your bank, or even a department within your own company. They look genuine, and the email address may be a very close copy too.

These emails work because they ask you to do something relatively simple; click to update your details, for example. Even looking with a critical eye, it can be hard to spot something wrong.

Once that ransomware is installed, there's not always an immediate attack. The longer a hacker is in your network, the harder it becomes to detect them. They enter through one device that's connected to a network. They investigate your network for other weaknesses. Better for them to have control over as many devices as they can. They can also make it virtually impossible to kick them out once the attack has started.

This is what makes ransomware so challenging to deal with on your own. It's why prevention is always better than cure.

Be aware of the signs of a hacker in your network.

Both you and your IT support partner should look out for:

- Unexpected new administrators appearing on your network
- Software being disabled
- New software being downloaded
- Remote access sessions lasting for days at a time

Of course, there are many technical things to look for, but that will give you a good start.

They should always recommend everyone in your business has regular cyber-security training. After all, your people are your last line of defence from cyber-attack.

Software alone won't offer a good level of protection. You need software and humans.

You can never be 100% protected from malware, ransomware, and other forms of attack. That's impossible because it's a non-stop game where the criminals are constantly inventing something new, and the data security world has to catch up.

It is possible to be 99.99% protected, but you may be surprised to learn that we don't always agree with going that far.

If you lock down **everything** to make your data security watertight, you can inadvertently frustrate and annoy your staff. They'll have lots of extra layers of protection to go through, more steps in an already busy workload, and more to remember.

What this means in the real world is that they skip steps, and look for ways to bypass security. Which puts your business more at more risk.

To take away the frustration and hassle, we recommend "blended security". Where we pull together several products and services which work together to protect you and your business. It means fewer codes and passwords for your people, and a better level of security for your data.

Every blend will be different, depending on the business it's for. We customise security perfectly for each client, based on their specific requirements.



```
row(SELECT * FROM ?_catalog_visual WHERE 'page_id' =?, $id);
```

```
category_id = $category_id) && $f.criterion(category_id)
```

```
category_id = '$f.criterion(category_id);
```

```
&& trim($search_param_arr[0]);
```

```
LIKE '%$search_param_arr[0]%' OR  
the_lang_.$lang_id" LIKE '%$search_param_arr[0]%'?;
```

```
orderby, $i++) if (isset($f.criterion($param_.$i_id) && trim($f.criterion($param_.$i_id)))
```

```
lectRow(SELECT * FROM ?_catalog_param_list WHERE 'id' =?, $f.criterion($param_.$i_id);  
(rec_type='price') { $search_sign = '%'; $search_string_sign = '%'; $search_int = '0'; }  
$param_type'==description' || $f_search_param($param_type'==property)
```

```
rec_type'==string' || $f_search_param($rec_type'==text' || $f_search_param($rec_type'==html') { $search_sign = 'LIKE'; $search_string_sign = '%';  
(rec_type'==integer' || $f_search_param($rec_type'==boolean') { $search_sign = '%'; $search_string_sign = '%'; $search_int = '0'; }  
(rec_type'==date' || $f_search_param($rec_type'==select') { $search_sign = '%'; $search_string_sign = '%'; $search_int = '%'; }  
$search_string_sign = '%'; $search_int = '%'; }
```

```
row(SELECT * FROM ?_catalog_visual WHERE 'page_id' =?, $id);
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category_id = $category_id) && $f.criterion(category_id)
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category_id = '$f.criterion(category_id);
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```
&& trim($search_param_arr[0]);
```

```
LIKE '%$search_param_arr[0]%' OR
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ENCLOSURE, 0

MB - 401
SCANNING
ENCLOSURE, 0

MB - 973
SCANNING
ENCLOSURE, 0

CHAPTER 5

Why you should be highly
sceptical of IT support
companies



You don't know what you don't know about IT.

It's a fair assumption to make (we hope), and why should you concern yourself with the latest tech news, software, and support updates? You're too busy doing what you do best - running your business.

You probably already read your industry magazines, blogs, visit trade shows, attend conferences, and attend training... you're an expert in your field. That's what experts do. You certainly don't have the time to do all of that for your IT too.

Would you expect your clients to know as much about your area of expertise as you do? Of course not. That's why they hire you.

We absorb ourselves in the highly technical, high-speed, rapidly changing world of technology. We genuinely love it and pride ourselves on having a level of expertise that most people don't.

You'd be shocked how many people consider themselves IT experts simply because they know their way around a computer. However, in reality, a great company will operate on a completely different level - with better knowledge, tools, and systems.

The biggest problem is that it's an unregulated industry. There's no governing body that people have to pass through to call themselves an IT support company. No industry standards that have to be met. No guidelines on how the business must operate.

Just about anybody, *literally anybody*, can set themselves up and start operating.

This is why I say you should be highly sceptical of all IT support companies.

Without asking the right questions, you simply don't know if you're putting your trust - and the security of your business data - in the hands of a reputable, honest company.

A small one-man-band or freelancer could be the perfect solution for you. If you have minimal IT requirements, that could be the most cost effective solution for you.

However, if you own or manage an established, growing business, with staff and more than one or two computers, you are likely to need more than one person working in isolation can provide.

So how do you avoid choosing the wrong company?

Firstly, look for solidity. You need to check they have the right qualifications, accreditation, and experience. Remember, it's an unregulated industry, so you need to do the legwork if you want to end up with the best possible IT partner.

ASK THEM: “How quickly will problems be fixed?”

Obviously, this one will depend on the scale of the problem, but you need to know timeframes based on severity. How long will it take the new supplier to acknowledge your issue in the first place? How long do they expect it'll take to get someone working on the problem?

Look at different scenarios. If you can't access your software, how long should it take to get you logged in? How long could it take to get your business up and running if you suffer a ransomware attack?

You also need to understand the approach your potential new partner will take. Do they have processes and procedures they stick to when issues arise? Can they tell you about the worst problem they've encountered and how they dealt with it?

Remember, it's not the problem that you're judging them on, but rather how they responded to it. This can tell you a lot about their professionalism, knowledge, and ability to remain calm in a crisis.

ASK THEM: “Tell me about the specific people who'll be looking after us.”

Though it's a really important question, many businesses overlook this side of things when it comes to working with a partner. It's important to know about the actual people you'll be working with. The people behind the business and managing your account day-to-day.

How does your proposed IT support partner assign your account manager? Do account managers have an area of sector expertise? Do they match you on how your personalities may work together? Or do you simply get assigned to the person with the smallest workload?

ASK THEM: “What do you do proactively, to make sure my team have fewer interruptions?”

Downtime is a business killer. The internet goes down, for example, and people can't access the software they need to do their jobs. Even those who aren't reliant on the internet stop doing what they're doing. The coffee machine goes into overdrive. Everyone forgets about their job for a while and makes the most of an unofficial break.

When things are up and running again, people don't immediately get back to business. Conversations are finished, systems are rebooted, people need to regain their focus taking even more time. What should have been a 15-minute interruption loses you 90 minutes of productive work time.

So what should your proposed IT support partner do to minimise this downtime?

Will they be working away in the background, making the necessary checks to ensure that issues get fixed before they are a problem? Can they assure you that most updates and maintenance will be carried out outside of working hours? What other solutions do they offer so that your business maintains productivity while essential work is taking place?

ASK THEM: “Can you explain something deeply technical to me?”

You don't need to learn the ins and outs of building an IT infrastructure from the ground up. Rather, it demonstrates your potential IT support partner's ability to explain things to you in English; not tech-speak.

Can they explain a really complicated, technical process to you in a way that you can understand? Do they get frustrated if you ask too many questions? It's vital, if you are partnering with someone, that you can communicate with each other clearly, without any confusion or breakdown. It also demonstrates their ability to educate you.

ASK THEM: “How will you keep on top of the constant changes in my business?”

All successful businesses deal with a lot of change. From recruiting staff members, to tweaking your products and/or services, it's likely that your business adapts and adjusts to suit your market.

Your business probably looks different now to how it looked 12 months ago.

So how would your proposed partner cope with that? How much do they need to know about these changes? Will it affect what they're doing for you?

It should, if you are looking for a partner and not just another supplier. They should be proactively making recommendations based on how you're working.

Look for a new partner that takes an active interest in the changes happening within your business. Do they offer regular reviews and ask for feedback?

There are lots of other questions that you could ask, but these are the five that will give you the best insights into your potential new IT support partner.

CHAPTER 6

What every IT support company **wishes you knew** about IT



Before you glaze over and flip past this chapter, here's a disclaimer; we don't want to bore you with technical jargon or gobbledegook. Please do not panic! These are the basic things that – if every client knew them – would make both our lives a lot easier.

#1: Your setup needs constant monitoring and maintenance. It's not a one-off job.

Computers and other devices ask you to update them all the time, that's because things are constantly changing.

The same applies to your network and infrastructure. Software is always changing; operating systems are being tweaked, and hardware deteriorates, it never ends.

If you're not offered 24/7 monitoring and maintenance as part of your IT contract, run a mile. You will start seeing issues before the ink on the contract is dry.

Most companies do it all in the background and you simply never hear about it. A great one will invest time monitoring your system, and fixing issues before you even realise you have a problem.

#2: The support triangle is like the hardware triangle.

This is a concept to learn about buying hardware.

Picture a triangle in your mind. The three equal sides of the triangle represent quality, price, and speed.

If you make one side longer, then all the sides will lengthen to keep the triangle together. For example if you pick a faster computer, typically the quality and price will also increase.

IT support has an identical triangle with the same three sides: Quality, price, and speed.

If you buy cheap IT support, it'll be slow and lower quality. And vice versa.

Set a realistic budget that reflects that your IT infrastructure is an investment and underpins your business. If your IT strategy aligns with your overall business strategy, it will deliver a return on investment through improvements in so many ways.

#3: Beware of "bedroom warriors".

We've mentioned one-man bands before. Of course, they don't have the overheads that a larger business carries.

But remember the triangle – their speed will be slower and they may not have access to a full range of professional IT tools.

If you choose someone working on their own, doing everything themselves make sure that you are their only client. Consider if realistically, one person can carry out the IT support, maintenance, and monitoring that a business like yours requires. It may seem odd that I own an IT business that supports and comes across some reasonably sized SME's yet I am pleading with you to steer clear of one-man-bands.

#4: There are pros and cons to an in-house team.

If you're reviewing your IT support, you may also be considering an in-house employee.

There are disadvantages to be aware of. When you have an in-house person, you're asking them to do several different specialised jobs and support a large number of people simultaneously. You also need to consider what happens when they go on holiday or are unwell at the same time as your network goes down.

This can lead to a very stressed employee who may learn to cut corners just to keep up with demand.

When you outsource this work, the costs can be cheaper and you are gaining access to multiple people, with a broad range of skills and specialities. And they don't go home until the work is done.

#5: Long-term partnership protects you and us.

We don't want to work with you short-term.

We only want to work with businesses as part of a long-term partnership and don't ordinarily take on ad-hoc work or crisis management projects.

The real benefit of long-term partnerships for us comes from the investment we're able to make in our clients. So that we know you inside out. It means we can:

- Work more closely with you
- Learn about your priorities and take an active part in getting you towards your goals
- Customise your infrastructure and IT strategy around where you're heading, rather than where you currently are
- Build an infrastructure that grows with your business
- Keep you better protected, because we can take an honest and strategic approach when we work as part of a trusting partnership.

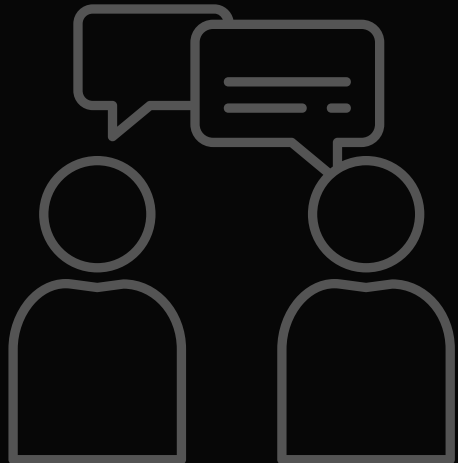
When you work with someone on a short-term basis, it's much harder to do this.

A long-term partnership means we'll be as invested as you will be, because we genuinely care about your business. If you're doing well, we are too.



CHAPTER 7

How to help your
internal IT team



Some of our clients have internal IT people, with a senior member of staff who takes on responsibility for the IT, without actually having a background in IT themselves.

This can present a risk. The responsibility rests with you. If your IT goes badly wrong, such as a ransomware attack or similar large-scale problem, you won't necessarily have the experience needed to resolve it quickly.

There is a solution to protect both you and the business. It's called co-managed IT support.

You retain your in-house IT people, and we will help them with whatever support they need, at whatever level.

Your team benefit from support:

- **At the bottom:** handling the low level requests that are important but can be overwhelming. We act as the help desk for your staff; monitoring the network; rolling out updates allowing your in-house team to focus on more complex tasks
- **At the sides:** Support at their skill level, to help them cope with workload, and have direct access to an experienced IT team to bounce ideas off
- **from above:** High level strategic advice and long-term planning

Our job is to compliment your internal IT people, add in the partnership and strategic overview and get the most out of your internal resource. Some IT managers see an outsourced option as a threat. **We are not a threat.**

Our job is to make you and your internal IT people look great, and operate brilliantly. When you look great, so do we – we all win.

CHAPTER 8

Don't take our word for it:
here's **what our clients say**





Diaverum

Diaverum is one of the world's leading providers of renal care and the largest independent service provider in Europe. Its operations currently span 20 countries around the world and serves a patient base of more than 29,000 people. In 2007, Diaverum launched its UK operation in partnership with NHS England and currently provides care to over 1,500 patients in 30 clinics across the country.

ILUX have worked with Diaverum for several years providing a variety of services, including strategy, infrastructure management and monitoring, and service desk facilities.

ILUX is also key to strategic initiatives involving the use of technology within dialysis services and patient care.

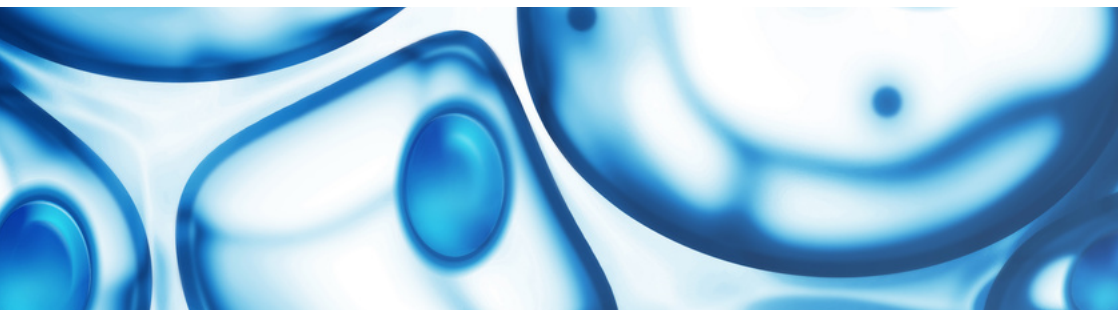


ILUX has really helped us to gain a competitive advantage with our overall business strategy using technology.”

Lisa Jordan, Managing Director, Diaverum UK



DIAVERUM



PIR International

PIR International bring over 100 years of combined life science executive search experience partnering with the worlds most advanced scientific, clinical and healthcare businesses.

PIR needed a fast, reliable solution that promoted collaboration between a team of people that work in the office, from home and across the world. Their staff needed to access data, work on projects together and collaborate with partners and clients easily, securely and cost-effectively.

ILUX migrated PIR's whole IT infrastructure into the cloud. This solution delivered several benefits:

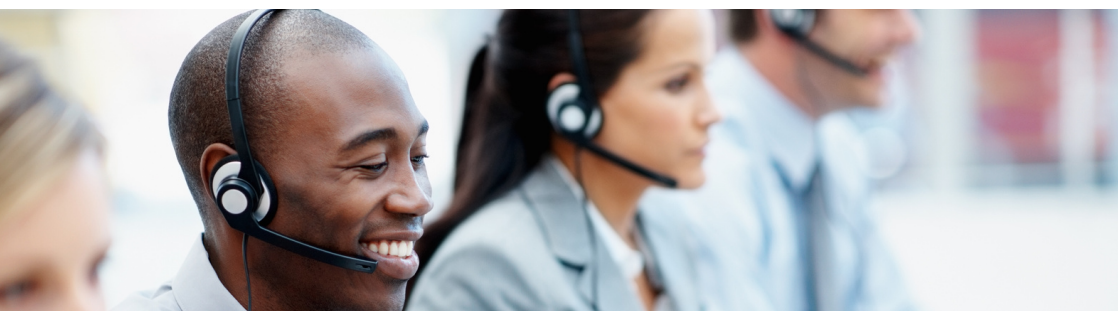
- No need for physical space in their offices in central London
- The business can make significant cost savings
- No hardware/capital investment will be needed in the coming years
- It enables all their staff and consultants to work from anywhere, regardless of location
- Any issues are resolved quicker as the ILUX Service Desk can access systems much more effectively with less need for on-site engineers
- No disruption to business operations. The complete migration was handled outside of office hours leaving the team to focus on day-to-day operations



The difference and productivity to the business has been astounding from day one. We would not hesitate to recommend ILUX to any businesses."

Jayne Fergusson, Project Director, PIR International





Boiler Juice

Founded in 2004, Boilerjuice was the UK's first heating oil price comparison service and has risen to become the UK's number one heating oil marketplace. To support Boilerjuice's hunger for growth and customer satisfaction, their operational IT provision needs to support their business today and be ready to scale.

We started working with Boilerjuice's new CTO to understand the pain points and working through fixing the 'small things'. Understanding the unique way in which Boilerjuice uses technology to serve their customers was also a major exercise to ensure ILUX are in-tune with the business ambitions.

ILUX are now a fully trusted partner of Boilerjuice, providing IT operational support through the ILUX Service Desk meaning all IT incidents and requests are managed by ILUX, whereas they were handled internally within Boilerjuice. We also provide a hardware procurement facility right through to machine staging and desktop delivery. These services keep Boilerjuice operational and ensure the team are not getting distracted by operational IT matters.



ILUX are a true partner to us. Their ability to support our fleet of Mac and PC machines keeps us operational, and their forward thinking has helped me implement a fast and secure infrastructure”

Clive Baker, Chief Technology Officer

Boiler  **Juice.com**™
THE SMART WAY TO BUY CHEAPER HEATING OIL



CHAPTER 9

About **us**



Technology must make your business better; drive growth and exceed expectations. That's what motivates us to do what we do."



Giving you peace of mind

Success built on client satisfaction

ILUX was formed in 2008, and over the years we've built a strong team that's trusted by our clients. In fact, to date we have a 98% client retention rate. It's proof of how we're judged by our clients and we build on that trust for future partnerships.

IT – the great business enabler

IT can be the catalyst to fuelling innovation and growing your business. We craft our services to your specific business targets and strategic direction – up to five years into the future. We understand that your business will grow, adapt and change, in short, you need to future proof your IT. This means you can trust us to deliver the right technology and services to meet your goals, while optimising your IT running costs.

Experts in supporting your growing business

Having ILUX supporting your IT makes great business sense. It lets you focus on your business while leaving your IT management and support to the experts. Our IT management and support services will give you peace of mind with fast response times, personalised case handling and swift resolution.

Our Mission: Technology should make things better

We believe that technology enables growth in businesses and facilitates effective relationships. We help you harness technology in all its forms to deliver products and services that are both innovative and practical. Our work is inspired by our clients, by the barriers, pain points and opportunities that they face. Only by using our skills, influence and ingenuity can we support you on your journey.

Switching providers can seem like more trouble than it's worth. With multiple providers involved, project managing can seem like a time consuming option. You are likely to have concerns about losing access to your data, will your existing supplier be co-operative, will the transition mean disruption and interruptions for your business? Are you tied into a contract that you don't seem to be able to get out of?

It may even mean that you are prepared to stay with your incumbent supplier, even though you aren't 100% happy with the service. Sometimes, it can seem "better the devil you know".

But, can you and your business afford to make do? Your IT underpins your operational effectiveness and without it, you could be losing money, time and ultimately customers!

Having ILUX support your IT makes great business sense. We are so confident we offer all new clients the ILUX Switch Guarantee.



1. Agree an onboarding date

We will both agree an onboarding date to take over the management of your IT support

2. You give your incumbent supplier notice

Depending on your contract, let your existing supplier know that ILUX will be working with you from our agreed date

3. Let us handle the rest!

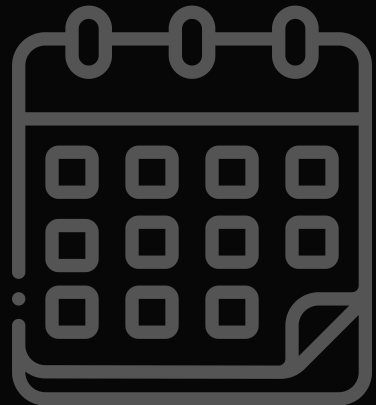
We will:

- contact your incumbent supplier and arrange an agreed handover with them
- contact your third-party suppliers such as software providers
- conduct a thorough on-site analysis of your existing systems and compile comprehensive documentation begin to put together detailed recommendations for efficiencies and improvements (if necessary)
- work in the background, getting up to speed with your personnel, your systems and your culture so that we are able to resolve any day to day issues as quickly as possible



CHAPTER 10

The first 90 days



If you're ready to explore **working with us, here's some important information you need to know.**

We hope and expect to work with you for years to come, in our partnership. So our goal in the first 90 days is to set you up for success.

You'll know what we can do for you, of what we need from you and how we can be a great partners.

We will audit and examine every part of your current IT setup. The more we know the better. All of the answers are fully documented in our secure systems.

We'll ask about your website hosting and examine any specialist software you use. Even if we are not directly supporting these things, we still want to know how it works and who's supporting it. At some stage in our relationship, you're going to ask us about it. So we need to know about every single service or third-party vendor you're currently using.

Of course it will mean there's a bit of work for you and your team. But we promise it will be worthwhile.

When we begin to work together, the first 90 days are the most critical. Your dedicated technical account team will work with you in these three areas:

- Learning as much as we can about your business
- Fixing any outstanding problems left behind by your old IT company
- Creating your technology strategy

Once we have all the information, we will strategically analyse it. This is to make sure we understand every aspect of your technology. Any company that doesn't do this is simply not doing its job properly.

Then we're going to talk to all the key players in your team. We'll find out what their existing IT problems are, what frustrates them and what makes their job more difficult. We'll also review anything your incumbent provider told them couldn't be done, fixed, or created.

Your first 90 days are going to reset everything, where we ensure your entire IT setup is at the high level it needs to be (and where it will stay).

Then – and only then – we begin our strategic, forward-thinking work together.

This is a unique process for every client. We can tell you more about it when we talk.

Ready to talk?

We hope you've found this guide useful, and it's covered many of the questions you've had about choosing a new IT support partner.

We'd really love to talk to you about your business.

If you have any questions or would like to know more,
please get in touch

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