

This is real copy for a genuine company brochure produced by The Other Writer for a leading IT technology services company. However, all names, business and personal and various bespoke products have been disguised.

The copy was written by the Other Writer following a series of in depth briefings, meetings with staff and clients etc.

The company strap-line was also created by The Other Writer.

IT-tique Ltd.

Business Critical I.T. Infrastructure Services

*Brilliant at I.T.*

## **INSIDE FRONT COVER**

The complexities and constant development of Information Technology threaten to swamp even the most dedicated I.T. department but these developments are the lifeblood of business.

It makes sense, therefore, to seek a partnership with a specialist.

Equipped with state of the art knowledge and with experience of every kind of I.T. infrastructure, IT-tique is at the forefront of problem solving and I.T. development.

From 50 to 50,000 users, IT-tique, have provided consultancy, upgrade solutions, cabling systems, troubleshooting, security enhancement, email collaboration, data protection, support and training and back-up across the directory to all kinds of businesses, all around the World.

*"Our key skills are to understand our clients and what we can do for them and our response is to then do more..." Michael Bradd, Managing Director.*

**PAGE ONE:**

IT-tique is a leading provider of high quality services, solutions and products for all aspects of I.T. infrastructure.

Our success is built on:

- Getting to know our clients and understanding their business
- Delivering the best possible I.T. solutions
- Planning the optimum system to a rigorous methodology, for current needs, and future growth
- Reducing costs and managing technology
- Delivering projects of the highest quality - on time and on-budget

From solving I.T. business problems, to upgrading systems and ensuring security at all access levels; to recovering data and coping with disasters - IT-tique offers a full service that takes the risk out of decision making.

*"We believe all businesses should be empowered by access to the latest and best developments in Information Technology. And we believe that in partnership with us, that power has never been so easy to attain." Andrew Winter, Technical Director, IT-tique*

## **PAGE TWO**

*"We wanted to upgrade the whole of the University's email infrastructure, for 20,000 users over a large campus, to a single system. We'd been running a variety of systems in various departments and they weren't compatible..."*

*"IT-tique produced a plan for a two phased operation... they produced timescales and a clearly defined budget, they also provided a project manager who was called on throughout the process.."*

*"We are very happy with what they have done. They were flexible, they delivered what they said they would deliver and I would struggle to find any negatives.."*

***Richard English, University of Bletching Park***

*"The job was perhaps more complex than we first thought. They had at times to 'pull rabbits out of the hat' to assist the telecoms provider. It was a difficult job in a place not designed for I.T... But IT-tique successfully completed the installation, within the deadline specified..."*

*"We were really impressed at the quality of their work. They used top quality equipment and supplied it at competitive prices and they took the job much further, providing a full solution."*

***Larry Smith, I.T. Manager, Record Promos.***

*"IT-tique gave me a lot of confidence. They took time to understand our business and how we work and their methodology and planning was faultless. They delivered what they said they would right on time. They have a lot of experience.."*

***Colin Laws, Perbright and Flanders Solicitors.***

**PAGE THREE**

IT-tique provide clear, unbiased advice and innovative systems design. We can offer "off the shelf" solutions or we can build and implement the very best in tailor-made technology .

Essential to our clients, we have an in-depth understanding of a multitude of businesses and related sectors, from law to education, from politics to insurance.

A sample of our clients includes:

Insert Full Client list here

*"...IT-tique are technically superior to any supplier we have used. They know their stuff inside out and we trust them completely. They will bend over backwards to sort things out."*

*"...we are very pleased. We can't afford errors or to compromise security and they solved the problem" **John Smith, IT Manager, Teemon***

**PAGE FOUR (centre spread)**

IT-tique's unrivalled services and expertise include: *(This title across header of pp 4 & 5)*

- Server Migration and Directory Integration (Microsoft, Novell and Linux)
- Email and collaboration solutions (Exchange, GroupWise and Notes)
- Microsoft , Novell & Citrix Clustering
- Server consolidation & virtualisation
- Remote Access Solutions
- Desktop and Server Deployment and Management Solutions (IT-Dot, SMS, ZENworks)
- Identity Management

*"IT-tique are extremely knowledgeable about a wide range of platforms and products. Anything that we are trying to achieve, they will go out of their way to find a solution..." **Bryn Pullen, IT Manager, Sackvilles***

*"IT-tique are very professional, very approachable and not shy of talking through issues. Their great strength is their understanding both of our work and our I.T. issues. This makes them able to advise very clearly on sensible, practical solutions thinking down-the-line and to evaluate all the cost options." **James Taggart, I.T. Manager, Scottish Homes for People***

**PAGE FIVE (centre spread)**

- Thin Client Solution (Citrix and Terminal Services)
- Network Infrastructure (WAN/LAN connectivity)
- Design and Implementation
- Security and Network Management
- Helpdesk Outsourcing & On-Line Resourcing
- High availability and disaster recovery
- Training
- Remote, Secure, Online Data Storage (IT-Dash)
- European Network Support

*"IT-tique know our business well and they have multi-skills. My trust in them continues to grow and I feel I can always call on them at any time in an emergency or at short notice...They're a very competent company."* **Garry Love, Technical Developments Manager, West & Co**

*"With over 50 consultants and hundreds of thousands of hours of experience between us, there are very few problems we haven't been able to solve..."* **Andrew Winter, IT-tique Technical Director**

**(NB WINTER QUOTE COULD BE SPREAD ACROSS FOOT OF 4 & 5)**

**PAGE SIX**

**IT-tique's Specialist Tool Suite:**

A key element in our success, and an essential part of the many services IT-tique offer, is our specialist software featuring IT-Dot and IT-dash. These are exceptional I.T. management tools privately developed and generally recognised as the industry standard.

**IT-Dot**

IT-Dot is the leading product in facilitating unattended remote desktop deployment and software delivery. IT-Dot, allows rapid delivery of operating systems and software to remote computers including workstations, laptops and servers.

IT-Dot's key feature is that it can provide a single image that can be delivered to any brand of PC hardware, desktop, laptop or server.

Using IT-Dot, delivering desktop rebuilds can be up 50% quicker and can help save many man hours (in some cases, weeks) and thousands of pounds. Even the most complex and drastic infrastructure upgrade can be undertaken using IT-Dot.

Build either one server or workstation at a time or even build them in groups of hundreds, and it's all done with just a few key strokes.

*IT-tique in association with BB Hardware deployed 12,500 laptop rebuilds for Sussex Integrated in just 3 weeks, including user profiles and migration of up to 4 gigabytes of data per laptop.*

## **PAGE SEVEN**

### **IT-Dash**

Nearly half of corporate data is generated and stored outside the office, on all kinds of platforms - from laptops and notebooks, to PDAs and mobile phones.

With so much data 'on the move' there has never been a higher risk of loss from viruses, theft, malfunction, or even natural disaster and all this means greater pressure on management and the workforce to 'back-up' on a regular basis.

That's why we created IT-Dash, a secure, automated back-up system that intelligently backs-up essential files - to remote or local servers.

With IT-Dash, files are quickly, safely, automatically backed-up and instantly recoverable - without tape search. Even more importantly your files will be transmitted and stored in a secure, encrypted format, safe from prying eyes.

*"IT-Dash comes into its own with dynamic changing data. It is reliable and secure and very efficient and reduces the man-hours involved in safely saving data." **Garry Love, Technical Developments Manager, West & Co***

## **PAGE EIGHT**

### **Essential To Your Business**

#### **Remote Data Management -**

Through the power and security of IT-Dash, IT-tique offer a hosted data recovery service. This off-site data storage facility is securely available to customers on-line, file by file, 24/7 and is totally encrypted for maximum security. Our service completely removes the need for tape storage and the problems associated with its management and the manpower involved in operating it.

#### **Consultancy -**

IT-tique believe that the best advice is based on knowledge and understanding. That's why forming a partnership with our clients is essential. Our consultants begin every relationship by learning about our clients' business and their commercial aims. Only when we truly understand them, can we help our clients to develop the best I.T. infrastructure, find the right solutions to their problems and design systems for their future growth.

**Project Planning -**

Any project requires careful planning. IT-tique believe that vigilant initial preparation, rigorous methodology and strong management, throughout the process, is essential to the successful delivery of every project. Every job we undertake has a dedicated project manager attached to it, working closely with the customer. The project manager will deliver detailed plans, co-ordinate resources and ensure delivery on-time and on-budget.

**Training -**

IT-tique believe that there is more to our service than supply and delivery. It is important that our clients know and understand how to make best use of the systems they own. To this end we offer dedicated training courses, (both in-house and through remote learning) and most importantly we take the time and trouble to understand the skill-sets of our clients' I.T. teams and to transfer our own skills to them during and on completion of any project.

**Support -**

Whether as part of a new installation or upgrade, or as an ongoing service - our customer support is consultative, focused, always available and dedicated to ensuring that our clients reap the maximum benefit from their I.T. infrastructure, with the best possible return for their investment.

**Cabling -**

Cabling forms only 5% of most I.T. budgets but it is the foundation of any corporate network. That's why IT-tique install and design cabling infrastructures that support our clients' current needs and future demands. We are a vendor independent company, so the systems we implement are built to suit the requirements of our clients, not to benefit the commercial needs of the supplier. Whether it is a basic copper solution or a complex campus cabled and wireless system, our infrastructures are tailor-made and cost effective.

*IT-tique also design and build data centre and communications rooms, including fire protection, cooling, access control, lighting and installation.*

***IT-tique - Brilliant at I.T.***

## **INSIDE BACK COVER:**

Acknowledged by the biggest names in Information Technology as experts in our field, IT-tique have been recognised as partners by many leading companies including Microsoft, Novell, Citrix and VMWare.

*Our partnerships ensure our clients receive the best possible service, hardware and software available. With direct and immediate access to the developers themselves, we can solve problems more quickly and more cost effectively than our non-accredited rivals.*

***IT-tique - recognised by others, for being brilliant at I.T.***

**BACK COVER:**

Photo: IT-tique Head Office:

Caption: ***IT-tique Head Office, Tewkesbury, U.K.***

Full address, numbers and web site inserted here

*IT-tique – Software Tools, eBusiness Solutions, Network Infrastructure, System  
Migration, Project Management...  
Brilliant at I.T.*