

## IT managers join the virtual pack

It's a fact of life. Inflation rises, governments fall and computers crash -- usually at the worst possible time. Metalogic New Media Ltd can't do much about the first two, but the third is another story.

The South Wales based IT consultants, who can be seen tomorrow at Cardiff's Innovation Wales exhibition, are championing a smart solution for SMEs in the form of the Virtual IT Department.

Outsourcing IT is nothing new, but companies like Metalogic are bringing the concept to a much wider audience. Affordable packages mean that larger companies save by outsourcing, while smaller companies -- even start-ups -- can finally afford to put IT into specialist hands.

Mike Parfitt, managing director of Metalogic, said: "Businesses tend to outsource IT for two reasons. The first is to give someone else the headache of keeping critical systems online -- someone who's on hand to work full time in the event of a crisis, but only works part-time when everything's running smoothly.

"The second reason is more strategically

relevant. By limiting your business to a finite IT resource, you run the risk that time will be spent fire fighting instead of pushing the business forward."

Metalogic's customers seem to agree -- a flexible IT resource allows them to follow the business plan while maintaining network performance.

Derek Lavington, compliance officer for Leabold Financial Management Ltd, said: "We had sufficient capability to implement and maintain IT in-house. However, outsourcing to Metalogic had the effect of freeing up valuable resources that we could devote to business activities.

"Metalogic maintained a high quality of service at a cost that we would have found difficult to beat through in house management."

Metalogic New Media, who also provide web design and IT consultancy, are quickly developing a reputation as one of Wales' leading providers of IT based services. With clients at every end of the IT scale, they've gained a track record in systems implementation, network management and business improvement.

One of their first clients, Davies Sully

Wilkins Solicitors, has grown up IT-wise since contracting to Metalogic. Practice manager Sian Frampton

explains: "Pre-2003 our firm was managed inefficiently, but Metalogic have provided us with 21st century service, both in the office and off-site. As a result, our firm is run efficiently, allowing us to concentrate on profit making ventures with much success."

By helping businesses of every shape and size, the Virtual IT Department has a rosy future in Wales -- and Metalogic New Media is more than ready for the imminent surge in demand.

Mike Parfitt concludes, "By outsourcing IT, any company can take their business to the next level. With our expertise, companies can streamline procedures and improve their customer experience. And through flexible support packages, we can deliver change without compromising day-to-day service."

For more information on how Metalogic



The Virtual IT Department is proving to be a wise choice for many Welsh businesses

New Media could benefit your business, visit the website at [www.metalogicnewmedia.com](http://www.metalogicnewmedia.com) or visit us on the stand hosted by the GTI business network at Innovation Wales on Tuesday 3rd October.

For more information and free entry, email [innovationwales@metalogic.co.uk](mailto:innovationwales@metalogic.co.uk)

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