

# A pro-active and collaborative approach

An interview with **Antony May**, Auditel Ltd

Working with over 200 franchisees, Auditel's Head Office in Winchester offers a full training and support function for its UK network of specialist cost management consultants.

**Antony May**, Auditel's Business Systems Manager, has responsibility for developing the various IT based tools that allow the franchisees to run their individual businesses more efficiently.

Antony explains how he came to use Net Technical Solutions for the development of these systems;

"We were just at the stage where we had written the specifications for a proposed new CMS system when we asked Net Technical to get involved with the development. There were several things that made them stand out as being the right people to undertake the project; they were extremely keen and enthusiastic whilst we already had a good working relationship with them through the support of our IT network."

"Other potential developers that we had talked to were only able to discuss the technical aspects as a theory; they could not show us real-time examples."

*Most impressively, Net Technical were able to show us a similar system that they had previously developed for another client, which meant we could see exactly how we could move forward with our own individual project.*

## Understanding Our Individual Needs

"Net Technical were also really diligent at both the initial stage and throughout the development, ensuring they were producing the right product for us."

**"It wasn't just about delivering the specification we had given them. They were prepared to go beyond this and were much more interested in our long-term aims for the project."**

"So much so that at one stage, a large part of our initial specification was re-designed, at no additional cost, to ensure we achieved our ultimate aim."

"Again this was really refreshing. Many companies would have just continued with the original specification and we'd have ended up with something we couldn't use. What we finally achieved was not only totally bespoke to our organisation but it was also vastly different to the initial brief."

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 **net technical solutions**



"This was partly due to the natural evolutionary process for a project of this kind but mainly due to Net Technical's pro-active and accommodating attitude. Their collaborative approach showed they were naturally interested in our business."

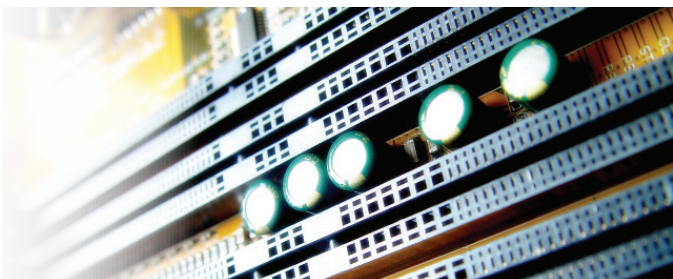
*Right from the start, we knew that working with Net Technical would result in a product that exceeded our initial brief and expectations.*

"When developing new systems and tools for our franchisees, although we know we are presenting the network with something we believe will improve their business, we do not insist that they have to use them. We therefore must be in such a position that, when we deliver something to the network, it must be worthwhile and easy to use or we won't achieve the required take-up."

"The response we have had to our new system has been really fantastic, achieving around an 80% take-up, far better than we could ever have anticipated. We have also had franchisees that have been in our network ten or more years, moving their entire businesses over to our new system. We never believed this could happen."

**"We have developed something truly bespoke that has gone beyond what we thought anyone could do with this system."**

"We have since developed a second version that has even greater functionality, whilst there are various additional tools planned for the future."



### Improving the Way We Work

"What really sets Net Technical apart is their desire to really understand what we do as a business. They have been able to build this knowledge partly by supporting the products

that they develop, but also by spending time talking with the various franchisees that are part of our steering groups. By doing this they have gained a real understanding of what people need and will be useful to their business."

"The relationship with Head Office and our franchisees is very important and with all our new systems being developed as web-based applications, it means that the sharing of information across the network is now far more instant and reliable. All parties are able to work together with exactly the same information, anytime of the day or night and this is really, really important."

"It also makes it far easier for us to support existing franchisees and to induct new franchisees into the business. Individuals can start operating straight away with tools that are fit for purpose whilst at Head Office we can then assist them with how to run the actual business."

### A stable, long-term relationship

"Net Technical Solutions are now very much a member of the Auditel team. Our relationship is very strong across the board; through their network support of Head Office, our development work and their support of the new tools to our network, the feedback is all very positive."

**"Net Technical not only offers the product development skills but also excellent subsequent support, without losing any of the hunger or enthusiasm. This is a real skill, which leaves us confident about working with them on the various future projects we have planned."**

### Technologies Employed

- MS SQL Server
  - Database Design
  - SQL Server Reporting Services
- MS .NET Framework
  - MS ASP.NET
  - Web Services
  - 3rd Party Integration

### Net Technical Solutions Ltd

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