

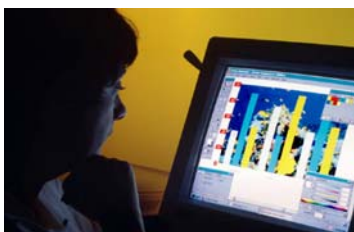
BlueSaffron IT Resource Management™ is a comprehensive managed service designed to increase productivity and lower the costs of maintaining IT infrastructure

BlueSaffron IT Resource Management™

Key is the customer engagement process

Long before Blue Saffron engages a new client, its executives and engineers huddle with the customer to craft a detailed framework describing the optimum performance of the client's network and Blue Saffron's suggestions on how to achieve it.

"We deliver managed services based on an outcome," says Ronnie Lewis, Blue Saffron Commercial Director who in 2003 co-founded the IT managed services company based in London, U.K. "We want to do the job right and we work on our engagement model to ensure we're asking the right questions up front:



This blueprint is Blue Saffron's best practice process. "Before we ever start working with a client, we make recommendations on how their network needs to operate. The process takes about four weeks and is a real value add to clients," Lewis says.

"We believe in transparency. Our vision is to ensure that everyone understands what we're doing, no matter where they are in the business."

Partnering is key to Blue Saffron success

According to Lewis, another of

their client services differentiators stems from its growing relationship with selected technology partners including Kaseya, Nimsoft, ICCM, Metatorm and Netsuite", respectively global leaders in remote monitoring and management (RMM), IT Infrastructure Library (ITIL) founded support desk and business process management used by managed service providers (MSPs).

Lewis's company uses these platforms to deliver managed services and to produce reports that demonstrate the performance of network infrastructure under Blue Saffron management.

"Best Of Breed technology and methodologies are at the center of our managed services business," he says. "We use tightly integrated systems as our core managed services platform and rely on leading edge software for our client services reporting."

Lewis also credits his partners extensive support with helping Blue Saffron's to transition to a fixed-fee model and grow more than 25 per cent per year for the last three years.

"Driving our business through managed services has increased our profitability," says Lewis who reports that about 90 per cent of Blue Saffron's revenues now come from managed services. "With the help of our partners, we've successfully automated tasks that we did manually before, and have extended our services options."

Committed to the managed services model

Since teaming with Nimsoft and Kaseya, Lewis has become a managed services evangelist, speaking at industry events and consulting with other partner end

customers. His desire is to see a stronger partner community and where possible help other MSP organisations establish successful managed services practices.

"Like other forward looking MSP's we believe in the theory of abundance, not that of scarcity Lewis says, explaining that the stronger the market, the more opportunity exists for all partners to be successful.

"Somewhere just north of 10 per cent of midsize companies in the U.K. have anywhere near managed services, so there is a lot of opportunity out there," he says.

Lewis says that Blue Saffron's willingness to "go the extra mile" is an expression of its commitment to a fixed-fee model.

"We believe that if you're operating in a true fixed-fee environment, you have to be prepared to go the distance," he says. "You have to make the partnership decision to bear any extra costs, if necessary. If there's something that needs doing, we resolve it without regard to the contract."

As such, Blue Saffron offers customers four options for engagement based on the capabilities of the client's internal IT department. Its four managed services programs are named *Notify*, designed to provide alerting and reporting for critical systems; *Resolve*, a more comprehensive program aimed at fixing problems identified through *Notify*, *Professional* providing even more diagnostic and resolution services; and *Entrust*, an all encompassing business technology outsourcing program.

The company focuses its efforts



on vertical markets such as human resource agencies, retail and financial.

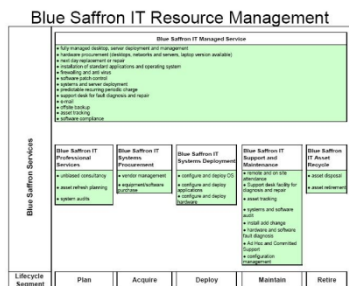
It currently has several thousand nodes, including desktops, PCs and other devices under management and expects that figure to significantly increase this year.

"Our growth reflects the support and value we get from our partners;" Lewis says



Our service wrap provides a comprehensive management capability from procurement through management to retirement of IT assets.

A comprehensive Offering



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Further Questions?

We recognise that communications and networking services raise a number of issues and questions. Please don't

hesitate to contact us using the details below.

About Blue Saffron

We are one of the UK's most progressive independent suppliers of core support services to midsize businesses, focused on communications and IT. Whether you are looking for fixed line or mobile telecommunications, internet access, or IT services such as data backup, security, email, or desktop management BlueSaffron can help.

We package, price and bill our services clearly and simply, with a unique commitment to intelligent customer service. Our independence makes sure we are completely impartial and can leverage our stable of world-class suppliers to meet your needs.



Contact Us

Let us know how we can help you using the contact details below:

Blue Saffron Limited
 Shakespeare House
 168 Lavender Hill
 London SW11 5TF
 Tel: 0844 560 0202
 Fax: 0844 560 0203
info@bluesaffron.com