

Mission Critical Data Management for London's Leading Economic Research Consultancy



Case Study: GFC Economics

Based in East London, GFC Economics are a leading independent economic research consultancy publishing Global commentaries for large institutions worldwide. GFC Economics manages a significant volume of research data and the timely delivery of reports is fundamental to their business success.

Ratcliff IT were approached by Managing Director Liz Bright in 2014, when she searched for a reliable IT support partner. At the time, GFC Economics were facing a number of IT problems seriously impacting their business, most notably significant periods of downtime.

Liz Bright, Managing Director comments: **'James from Ratcliff IT listened to our situation and totally understood the needs of a small business. We liked his personal approach and the way he avoided using technical jargon, so we could fully understand the solution on offer.'**

Ratcliff IT implemented a complete network upgrade for GFC Economics including a new server build with a guaranteed trouble free platform for the business moving forward. With careful planning and strict procedures followed, the transition took place with minimal disruption to the business. Ratcliff IT worked with software partners Microsoft and SAGE to directly resolve any implementation issues and worked closely with GFC Economics' preferred website provider to set-up their web hosting.

GFC Economics appointed Ratcliff IT as their managed IT support provider with full Help Desk support for all employees. **'The guys on the Help Desk have been an absolute delight. They are always cheerful, pleasant and helpful. No one ever gets irritated when we don't quite understand a problem or do something wrong.'** states Liz Bright, Managing Director.

Ratcliff IT proactively monitor IT performance for GFC Economics making recommendations where necessary to help reduce costs for the business and improve efficiency. **'Before I met with Ratcliff IT, I didn't understand exactly what we had and how to make the best use of it. James and the team helped us to get the most out of our subscription to Office 365 and showed us areas where we could reduce our costs.'** concludes Liz Bright, Managing Director.