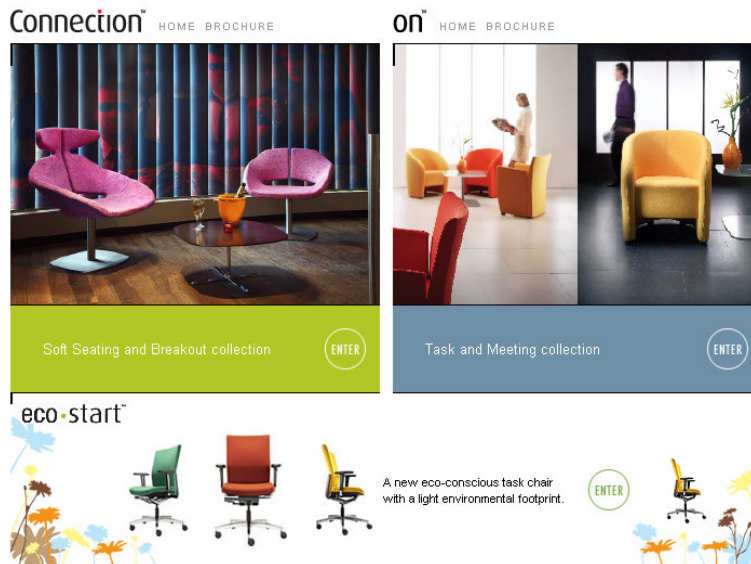


A Customer Perspective

Connection Seating – Disaster Cover Direct Case Study

Connection Seating was established in 1995 as a small manufacturer of office chairs. Now known as Connection, the company has grown into a £10 million pound business, manufacturing very high levels of office, meeting and breakout furniture, including soft seating, office desking and chairs, and employing over 50 members of staff.



For the last three years, Connection has continued to increase turnover growth by around 20% per annum. As the company is growing at such a rate year on year, it was becoming increasingly apparent that in the event of any serious IT failure due to unforeseen circumstances, the company's growth and customer satisfaction could be seriously affected. This is not something that Connection wanted to risk.

In addition, Connection's sales department was seeing more and more tender documents from larger organisations, requiring information on how Connection could guarantee that their systems would not impact on their product delivery dates.

Connection's Finance Director, John Cupitt, had worked for several large manufacturing companies which had always used ICM for business continuity and maintenance contracts. The proven track record and great service made ICM the first choice, so it was decided that ICM should be contacted to check if there were any packages suitable for a company of Connection's size.

John Cupitt says: "Initially I spoke to ICM regarding costs on the standard business continuity package. Unfortunately this exceeded our spend limitations, however our account manager then told me of a new package aimed at specifically at businesses of our size, which was a low cost, pre-packaged version of the standard business continuity offering. This sounded perfect."

"We have now signed up with ICM for Disaster Cover Direct. It provides enough seats for our core staff to work and more than ample servers and equipment to comfortably run our systems. Disaster Cover Direct provides excellent value for money and allows smaller companies such as ourselves to take on services which are normally just associated with large organisations. We also feel that we now have a very positive advantage on our competitors and will ensure that this is fully highlighted when tendering for large orders."

"As the company grows and develops, I'm sure that there will be more opportunities for Connection and ICM to work together in the future."

