



# GROWING BUSINESS WITH ENHANCED COMMUNICATION IN THE CLOUD

**canopies uk**

- Installers and suppliers of outdoor canopies to homes and businesses
- In operation for over 25 years
- Based in Darwen, Lancashire
- Employs over 50 people
- Outsourcery cloud-based email
- Outsourcery Unified Communications (Lync)

[www.canopiesuk.co.uk](http://www.canopiesuk.co.uk)

Canopies UK is a long-established manufacturer and supplier of outdoor canopies, that has been in operation for over 25 years. Based out of its head office in Darwen Lancashire, it employs over 50 people.

The company supplies and installs canopies nationwide both to the homeowner and to commercial businesses and operates in various sectors including education, health, leisure, the public sector as well as serving the domestic market. Canopies UK has installed outdoor canopies at over 5,000 schools as well as supplying canopies to over 30,000 homes across the UK.

## KEEPING UP IN A GROWING MARKET

Canopies UK has aspirations to continue being the number one supplier of outdoor canopies in the country, with plans to grow the business further. In order to meet this goal, the company has ensured it has the internal processes in place to capitalise on any market opportunities that arise. Rob Cassidy, Marketing Manager, explains: "The entire structure of the business is focused internally. Nothing is outsourced and we have built the

company in such a way so as to have experienced employees at every level of the business.

"Our typical sales path begins with an enquiry coming in, usually generated on the back of our marketing. We would then make contact with that individual, enquiring about their requirements, obtaining measurements and then sending a technical surveyor to conduct a survey in order to provide a quote.

"Once the order is complete, it goes into production planning to manufacture the canopy and to book an installation time before a team is sent out to the property to fit it."

**In order to keep the business moving at a pace that can keep up with the market, employees need to be in touch with colleagues from across all areas of the company, from marketing right through to manufacturing. Communication is absolutely key to this.**

**Rob Cassidy, Marketing Manager**

Rob continues: "The company operates in a fast-moving industry and our sales path is made up of a number of different stages, requiring constant communication between our sales teams, the office staff and the manufacturing arm. We aim to always be in a position to advise and secure potential customers quickly and keep up with sales momentum at all times. It is absolutely essential as a business that we keep on top of this."

Before approaching Outsourcery, Canopies UK's incumbent in-house email client was preventing the company from keeping up with the fast-paced industry and customer demand – communication between employees was not properly integrated, meaning that Canopies UK risked missing out on potential sales leads.

# THE OUTSOURCERY SOLUTION

## INFRASTRUCTURE ANALYSIS AND CONSULTATION

After an initial consultation with Outsourcery, a thorough review of the existing in-house email solution and a discussion around key business goals and aspirations, Canopies UK implemented Outsourcery's Cloud Mail service.

## THE CLOUD-BASED OFFERING AND EASE OF IMPLEMENTATION

Outsourcery's Cloud Mail email offering combines market-leading Exchange and Lync technologies with additional services from security, backup and availability solution provider Symantec, fully integrated and delivered in a scalable, flexible and reliable model. Hosted on Outsourcery's enterprise-grade O-Cloud platform, it gives customers the freedom to securely access all of their communications tools, such as, email, contacts and conferencing from any device with an internet connection. It also provides internal instant messaging, presence awareness and PC-to-PC calling and video capabilities, enhancing collaboration.

## MIGRATION AND SUPPORT

Outsourcery worked with Canopies UK throughout the process of migrating its existing email infrastructure, whilst enabling the company to carry on with 'business as usual'. Rob adds: "The benefits and changes of moving from in-house Exchange to a cloud-based email service were clearly outlined by Outsourcery, with various stages set out for the smooth transition. For example, we have increased our storage capacity, with each mailbox now having a capacity of 25GB. There is no longer a need to keep deleting emails to make room for new ones, meaning that there is no risk of missing important incoming messages or deleting critical information.

Operations within the business have become much more focused and streamlined and the enhanced communication processes have enabled Canopies to provide excellent and improved customer service, as well as speeding up the sales cycle. The new Cloud Mail and Lync solution ensures all departments can operate in a proficient and proactive manner and we are seeing a direct impact on productivity as a result.

**Rob Cassidy, Marketing Manager**



# INTEGRATING TO ENHANCE PROCESSES

"Outsourcery's cloud services, Unified Lync and Cloud Mail in particular, have benefited Canopies greatly in the five years that we've been a customer. Cloud-based email enables all our employees to keep up-to-date and in regular contact with each other throughout the day, whilst also providing the capabilities of accessing emails outside of working hours or away from the office if a situation requires more urgent attention."

Rob adds, "We've noticed that we can work a lot more effectively since we've implemented the new solution, particularly our sales teams on the road. We are the number one provider of outdoor canopies in the UK and this is largely due to our commitment to making sure all parts of our business work in tandem at all times. Using smart devices on the go keeps the entire company integrated with access to updated emails in real-time. This is fundamental to the work that we do – the cloud-based mail solution really has transformed the way we work.

"Outsourcery provides a 24/7 support service so we are in a position to sort out any issues that might arise straight away. We are grateful that we have an organisation – an extension of our IT team supporting us – helping to keep our business moving (and communicating) both internally and externally. Outsourcery's role in this cannot be understated," Rob concludes.



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THE CLOUD EXPERTS