

A background image of a man in a light-colored suit and white shirt, smiling and talking on a telephone. The image is faded and serves as a backdrop for the text.

# Stanford Marsh required a solution that **wouldn't let them down**

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# Stanford Marsh



Stanford Marsh provide wide format printing equipment, computer aided design software and large format consumables to anyone with a design requirement. They are the only company in the UK who can provide in-house manufacturer led service support and hardware and software sales of all the leading market brands.

## Challenge

Stanford Marsh have been established for over 50 years and the nature of their business means that telecommunications play a key part. Managing Director, Jonathan Marsh explains that 'the ability to communicate is crucial to our business, we need a reliable service that won't let us or our business down.'

An important area of the business is the engineering division, comprising employees deployed mainly in the field. The engineers use their mobile to plan their day, receive service calls which are transmitted to them digitally and to log their events. Having connected data services is also vital.

'We needed a telecommunications provider that would enable our engineers to use their PDA software in the field, no matter where they were. Coverage, reliability and cost savings were the key factors that we wanted to improve.'

## Solution

Coverage across the UK and a provider that could be relied upon were vital to Stanford Marsh. Jonathan comments, 'it's not just engineers who need mobiles to work, we also offer a complete front to back-end support service, after sales care and software support. The whole business relies upon mobile phones.'

Jonathan says, 'following a review of usage and discussions about our requirements, we were presented with the best packages to suit our needs and we chose the 'mobiles only' package.'

## Benefits

Jonathan states, 'using Air Telecom has improved the way that we do business. Business efficiency has increased and decision making time has reduced allowing us to focus on factors influencing profitability.'

'There was no hard sell; just an honest and trustworthy approach to doing business. We've made considerable cost savings and improved business efficiency.'

'Air Telecom are switched on - Manni knows the score! His team are skilled, understand the market and more importantly, trustworthy.'

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