

## Case Study:

School ICT is an independent provider of MIS services and SIMS support to schools across the UK.

Based in Leeds, the company partnered with Schools Broadband to offer their customers a faster, more flexible alternative to the local authority broadband. Over 40 of their schools are now using the Schools Broadband service.

### Steven Hutton | Managing Director at School ICT:

*“We learned that Leeds schools would be released from their LA broadband contracts and knew that many would be looking at moving to independent providers, both to save them money and give them the speeds and flexibility that they'd need to cope with the increased use of online services and applications.*

*As the SIMS support provider, we saw this as an opportunity to help the schools and to bolster the relationship with our existing customers. We looked at a number of independent providers to partner with, but for us Schools Broadband was the clear choice because of the quality of the web filtering and security, which is provided by global companies who have a proven track record in protecting both children and the school's network equipment and systems.*

*Schools Broadband worked closely with us to let our customers know about the broadband service and we hosted a number of seminars over the 4 month decision-making period which were partly funded by them. They presented at our events and accompanied us on sales visits.*

*Their sales process is simple and easy to follow and their service delivery team are second to none. I am confident that the partnership has improved customer retention and strengthened our business.”*

