

Wavex's cost-effective services underpin growth at innovative marketing promotions company.



Kyp Systems pockets great value from Wavex's Managed Services

→ Kyp Systems

Kyp Systems, based in London, is a provider of highly innovative paper-based marketing and communications tools. The iKyp – information to Keep in your pocket – is Kyp Systems' first product and has attracted clients such as Visit London, BP and ING.

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→ Reliable, cost effective infrastructure

As a dynamic and fast-growing company, with 20 people based in London and operations as far afield as Hong Kong and the US, Kyp Systems is focused on ensuring that it has a reliable and highly cost-effective IT infrastructure to support its operations both today and in the future as it continues to expand.

Nicholas Miller, Joint CEO of Kyp Systems, explained: “As a relatively new business we sought an outsourced IT services provider who we could rely on to create a new IT infrastructure for us. We wanted the assurance of 24-hour support without the overhead of a specialist internal IT department – a company that would look after our equipment and software, keep it updated and make recommendations on how to improve the value of infrastructure on an ongoing basis.”

Miller had used IT service providers in the early days of the company, but had some bad experiences. “Wavex Technology came on recommendation and has been Kyp Systems' outsourced IT service provider of choice ever since,” Miller said. “Wavex showed an immediate appreciation of our business and what we are trying to achieve. It also demonstrated the ability to not only provide reliable IT support, but also value-added services and consultancy that would underpin our activities.”



Scalable for growth

Wavex's first task was to set up a network as the foundation for the company's operations. "We knew what we wanted as a base and we knew how we wanted to protect the infrastructure and grow it, so it had to be scalable," said Miller. "Wavex established the network and has continued to support and grow it in line with our business. Because we have worked with Wavex strategically from day one, their people have been able to make recommendations on all aspects of our infrastructure – equipment, software, and networking – and have been very proactive and helpful."



Strong customer relationship

In establishing the working relationship with Wavex, Miller has been impressed with the quality of the people at Wavex. "The great thing about Wavex is that it is the only IT provider that I've used that doesn't turn round when something goes wrong and say, 'It's your fault, you did this wrong'. The Wavex team finds the problem and sorts out the solution. They're the 'go to' people and everyone knows that here."

Miller believes it is important to work with an outsourced IT services provider that has the full range of skill sets. "Wavex matches our requirements with the appropriate skills. Their people can do pretty much anything we need them to."

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He added: "This is a fast-growing business – we move quickly and everything needs to be done yesterday. Wavex goes the extra mile to ensure our IT infrastructure keeps pace."



Cost considerations

When utilising an outsourced IT services provider, there comes a point where an organisation needs to weigh up whether it's worth investing in its own IT department. "So far, we haven't gone down that route," said Miller. "The beauty of using Wavex is that it provides a full range of services very cost-effectively. In addition, the company will shop around when selecting equipment or software for us, and ensures we get impartial advice and the best value on the latest and best out there."

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And Kyp Systems plans for the future? "We're very happy with Wavex and will continue to use and recommend the company wholeheartedly," concluded Miller. "We know each other very well and Wavex always gets things done."