



Wavex's SME services provide foundation for youth lifestyle PR company's activities

## Wavex services get positive spin from Radiator PR

### → About Radiator PR

Radiator PR is a young, fast-growing agency specialising in youth lifestyle brands. With names such as Nike, Merrell Footwear, EA Sports and the Association of Surfing Professionals as its clients, company growth prompted a move to new offices in London's Bloomsbury.

"When we moved offices our IT needs changed," said Daniela Karsten, Operations Director at Radiator PR. "Our previous supplier was okay up to a point, but we needed a company that could support our growth."

### → Increasing reliance on technology

Radiator's supplier up until then had been a local company that was not geared up for Radiator's increasing reliance on technology and, in particular, its need for swift resolution of any problems. "We just didn't feel we were a priority," said Daniela. "To be fair, they were never set up to provide what we needed and didn't have the software to handle our requirements."

Radiator PR found the solution with Wavex Technology as its new provider of outsourced IT support services. Wavex was able to provide:

- access to a fully manned helpdesk for day-to-day support
- deployment of its proprietary MonX<sup>™</sup> server monitoring tool for full time, pre-emptive server support, and
- Internet connectivity services.

### → Technical proficiency

Daniela admits that she doesn't really need to know how Wavex's technology works but is impressed by the distinct lack of problems she has encountered. "We are incredibly reliant on our system. We just can't afford to have them down for any length of time," she explained. "I just need to know my network of PCs is going to work effectively and, if it breaks, it will get fixed quickly by professional people. That's what I get with Wavex."

Daniela admits that the technical proficiency of the Wavex people counts for a lot. "You can tell when someone knows what he or she is talking about and isn't trying to pull the wool over your eyes. I could see that the systems that Wavex has developed provide them with an incredible amount of information on what is happening on our systems."

She concluded: "I'm extremely happy with the way Wavex has dealt with any glitches and find it comforting to know that viruses can be fixed almost before I am aware they even exist on the network."