



Media company looks to Google Apps to support its rapid growth



About World Trade Group

- www.wtginternational.com
- London, UK and Toronto, Canada
- Organizes business summits, training events and webinars

Results

- A more reliable email service at reduced cost, time and effort
- A completely flexible way of remote working for staff worldwide
- Reduced IT maintenance costs and license fees

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— James Cole, IT director.



An expanding business

The media company World Trade Group (WTG) specializes in organizing business summits and training events that give senior decision-makers the chance to meet and network directly with vendors. Based in London, and with offices in Brazil and Toronto, WTG is a growing business – and it’s growing fast.

To cope with a rapid increase in staff, and to ensure capacity for the future, WTG was faced with the task of upgrading its email service. When IT director James Cole joined the company in 2010, he realized that upgrading their existing servers would require a significant investment in time, cost and effort that was just too unrealistic, so he began looking for an alternative solution.

“Email is crucial to the business,” explains James. “WTG needed an ultra-reliable email service, but it had to be one that would require minimum involvement from IT staff in terms of management, decrease maintenance and licensing costs, and allow the company to quickly and easily add new users anywhere in the world as needed.” He found the ideal solution in Google Apps for Business and Gmail.

A reliable, flexible solution

WTG made the switch to Google Apps in just three months, and the benefits were immediate, not just in terms of cost. The reliability and flexibility Google Apps offers means James and his team can provide an email service that supports the business and gives staff greater confidence.



Ancoris is an award-winning Google Apps Premier Enterprise Partner based in the UK. We have built a reputation for excellence in our deployment, change management, support and development services with customer delight at the heart of everything we do. We offer a unique ecosystem for Google Apps customers to add new features and security, bridge the gap between the on-premise and cloud worlds and extend the value of their initial investment by leveraging Google App Engine. Ancoris customers range in size from 100 to over 20,000 employees and include global multinationals, large enterprises, small and medium businesses and public sector organizations. For more information visit www.ancoris.com.

Gareth Leeds, network manager at the time Google Apps was first implemented, played a key role in putting Google Apps into place and was also delighted at how easily and seamlessly Google integrated with their existing systems.

“With Google Apps, you don’t even need to think about whether or not it is going to work – it just does,” says James. “We know that when we log in, our mail will be there and we won’t have to worry about problems with servers. We’ve moved from an unreliable system that required a considerable amount of maintenance, to a reliable communication and collaboration tool – all at a much lower outlay than if we’d upgraded our original systems.”

The company also started seeing the advantages Google Apps offers for remote working. “We can access Gmail through any device, whether it’s a smartphone, Blackberry or tablet,” James explains. “It’s also easier for us to give access to staff at home, as we don’t need to worry about what software they have on their home laptops or worry about licensing implications.”

To support the switch to Google Apps, WTG works with cloud solutions provider Ancoris. This has given the company greater confidence in moving to a cloud-based solution and means they have a constant source of advice. “When we need guidance, we just pick up the phone and get answers straight away,” James points out.

A sustainable future

In the long term, James sees Google Apps as a key part of sustaining WTG’s rapid growth. As more staff begin to make use of the additional features available in Google Apps, the company can start to rely less on its previous provider and reduce its overall licensing costs.

“The great thing about Google Apps is that other tools are there when people need them, and it doesn’t cost us anything to give staff access to the key features of a word processor or spreadsheet. We can quickly provide new staff with all the tools they need, no matter where they are in the world, allowing the IT team to keep pace with the company’s growth.”

Following the positive experience of Google Apps, WTG is looking at cloud-based solutions for other areas of the business. “We don’t want to have racks of servers to worry about – there’s enough to do without those around,” says James. “Solutions like Google Apps allow you to concentrate on doing what you do best, running your business and servicing clients.”

About Google Apps for Business

Google Apps offers simple, powerful communication and collaboration tools for businesses of all sizes – all hosted by Google to streamline set-up, minimize maintenance and reduce IT costs. With Gmail for Business, Google Calendar, Google Groups and integrated IM, users can stay connected and communicate on the go. And, using Google Docs, they can share files and work together in real time, ensuring that all the versions of a document are well-organized and available wherever they work.

For more information, visit:
www.google.co.uk/apps