

SPLICE CONSULTING, BASED IN LEAMINGTON SPA, IS A SPECIALIST MARKET RESEARCH AGENCY AND DATABASE PROVIDER.

We develop database products and offer research consultancy for bespoke assignments to clients from the financial, business and professional services sectors. Our strength lies in our ability to interrogate our proprietary databanks, apply our expertise and knowledge of the industry, as well as leverage our in-house resource of market research.

Our business is based on gathering, storing and analysing data. In order for us to perform, we need a solid and secure IT system. However, as a start-up, budgets are more focused on product development than IT infrastructure. Zenzero recognised the challenges facing us in launching our business.

Zenzero set up our hardware, our email system and our cloud computing; they backup our files and are there at any time of the day for any problems with our systems.

Zenzero really understood our business, knowing exactly what to recommend in order to meet the demands of our work load.. Anne went out of her way to provide comprehensive advice and support relating to various areas of our business.

Zenzero take a pragmatic approach and have knowledge of the latest IT solutions.

They took the time to really analyse our needs. For example, they advised against purchasing a server that would cost up to £10,000 and suggested cloud computing – a much more cost-effective, innovative solution that provides everything we need!

Zenzero explained everything in simple plain English.

We have a great rapport with the company and they really understand that, as a new start-up business, money is tight so cost-efficiency is of the utmost importance.



The Zenzero small contract and flat fee is great – it means we are free to contact them for support whenever we need it and be confident our bill will be manageable.

IT is the backbone of the business – we wouldn't be able to operate without it.

Most of our work is done online via emails between colleagues and potential clients. In a current database project we sent thousands of emails asking the recipients to complete a questionnaire. 24/7 access to the different platforms our business uses is essential to success. So that's where Zenzero comes in – ensuring we always have the required access.

Traditionally, we would have conducted our database project by running telephone and face-to-face interviews. This would involve a great deal of time and expense as well as the manual process of inputting the data from the interviews into our database. We can now skip this step and just ask our target audience to go online leading to greater efficiencies.

A systems failure would be very detrimental to the company and would affect client confidence, which in turn affects our business. Data protection is built into our business model and has to be very secure. There is lots of information stored, we couldn't have the information hacked, stolen or lost somewhere. Zenzero gives us peace of mind as they manage all our data backups, ensuring it is always secure and up-to-date.

'I feel safe and protected with Zenzero. If there is an urgent problem, you know they'll be there and resolve it immediately – they go above and beyond!'

- Bahareh Ajami, Marketing Director