



Fast-growing communications agency gains reliable access, streamlines IT with Google Apps Premier Edition

ROCKKITCHENHARRIS

Changing Perceptions

Business

Rock Kitchen Harris (RKH) is a Leicester-based marketing agency offering advertising, design, public relations and web services. Established in 1982, RKH now runs four business units staffed by specialists who work both independently and collectively to provide fully integrated marketing solutions. A member of the Institute of Practitioners in Advertising, Rock Kitchen Harris boasts a portfolio of international, national and local clients ranging from large to small.

Challenge

Successful communication is a cornerstone of Rock Kitchen Harris' business. When working with audiences ranging from clients to journalists, Rock Kitchen Harris needed a reliable and cost-effective way of keeping communications running, as well as providing an email system that was easy to use and adaptable to its business needs.

Their existing email system – a traditional on-premise solution – wasn't up to the task. Paul Sculthorpe, Senior Web Developer, recalls, "We had continual problems – massive spam, loss of service, and the major problem that if our office internet connection went down, we would be completely losing email, or getting them days later when email servers decided to redeliver." He and his team sought a solution that would free them from meltdowns and maintenance, and help his users get the information they needed whenever – and wherever – they needed it.

Solution

"Simplicity" was what RKH sought, and they found it with Google Apps Premier Edition. After visiting the Google Apps website, RKH were a few simple clicks away from setting up an account for all of their users.

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Benefits

With all 20 employees now using Google Apps, Rock Kitchen Harris is enjoying better and more convenient access to diaries and email, essential for an agency

About Google Apps Premier Edition

Google Apps Premier Edition offers simple, powerful communication and collaboration tools for enterprises of any size – all hosted by Google to streamline setup, minimise maintenance, and reduce IT costs. With Gmail, Google Calendar, and integrated chat, voice, and video IM, users stay connected and work together with ease and security, within or beyond enterprise domains. Google Docs, which includes word processing, spreadsheet, and presentation tools, enables real-time collaboration and file sharing, keeping versions current, organised, secure, and available wherever and whenever users work. Google Groups enhances information-sharing among specific groups or project teams. Google Sites makes it easy to create and publish web pages on intranets or public sites, and Google Video supports the easy, secure sharing of enterprise video content. Premier Edition minimises IT costs and complexity, provides built-in spam filtering, and includes a 99.9% uptime SLA.

For more information visit:
www.google.com/a

with a business based around communications. Both applications are being used right across the four RKH business streams.

“Google Calendar has been one of the main benefits” adds Paul. “Before Google Apps, we didn’t have any sort of shared calendar system, so it was very welcome.”

From a business point of view, Google Apps has helped to free RKH from the burden of IT management, allowing them to get on with what they do best: designing and creating. With Google Apps also available on any machine with an Internet connection, it means that the team is able to work remotely, wherever they are, boosting productivity and ensuring that everyone knows what the other team members are working on.

“My boss and I will frequently need to work on documents together,” adds Paul. “Quite often, it will be really vital things like new business ideas and proposals, so having that freedom to contribute to the same documents in realtime makes all the difference. Having access to our email, calendars and selected documents no matter where we are is invaluable. I have even used shared docs to present ideas to clients without wasting paper, simply providing them with a link to the document before I arrive at a meeting.”

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Google Apps’ integrated instant messaging also plays its part in keeping RKH communications flowing. “The web team use IM continually, even though we only sit a few feet apart,” continues Paul. “It’s a very fast way to get links and short updates to each other, so that the flow of our work remains uninterrupted. The fact that the transcripts of chats are available from inside Gmail also means that it’s really convenient to find something we’ve referred to previously.”

Google Apps has also worked as a business driver for RKH. The firm has been able to advise its own clients about setting up Google Apps on their own networks, relieving the burden for RKH to provide an email hosting service.

