



COOPER AND TANNER



Tech Transformation: Preparing Cooper and Tanner for the Digital Age



Discover how Netitude prepared Somerset and Wiltshire-based estate agents Cooper and Tanner for Digital Transformation.



We unite people, processes, and technology to propel businesses towards sustainable, **long-term growth.**"

Published by the team at Netitude

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The Client

Cooper and Tanner

Cooper and Tanner, established in 1910, is a **traditional estate agency with a modern approach**. They sought out our award-winning team at Netitude (leading Managed Service Provider (MSP) as they needed a dependable IT partner to support their needs and provide technology solutions to drive their business forward.

Cooper and Tanner **employ 120 dedicated employees who are scattered across 11 offices**, primarily Somerset-based, with another office located in Wiltshire.

They specialise in being the **go-to estate agency in Somerset and Wiltshire**. Their extensive services include property management, livestock auctions, professional valuations, and agricultural expertise.

Strategic Roadmap

Cooper and Tanner recognised the need to modernise their IT infrastructure after facing operational challenges with their previous IT provider. They didn't quite cut the mustard in terms of their offering and couldn't match the extent of services that we provide here at Netitude.

Our strategic roadmap for Cooper and Tanner began with our extensive audit process, which aims to reveal areas of improvement within the business from a technological standpoint. These technological enhancements are then broken down into a NET9 alignment score.

The strategic goal in this case study was to empower Cooper and Tanner staff with practical technology-based training, ensuring the organisation as a whole could maximise the benefits of new technology and minimise disruptions and unproductivity in the future.



Adam Harling
Managing Director





The Brief

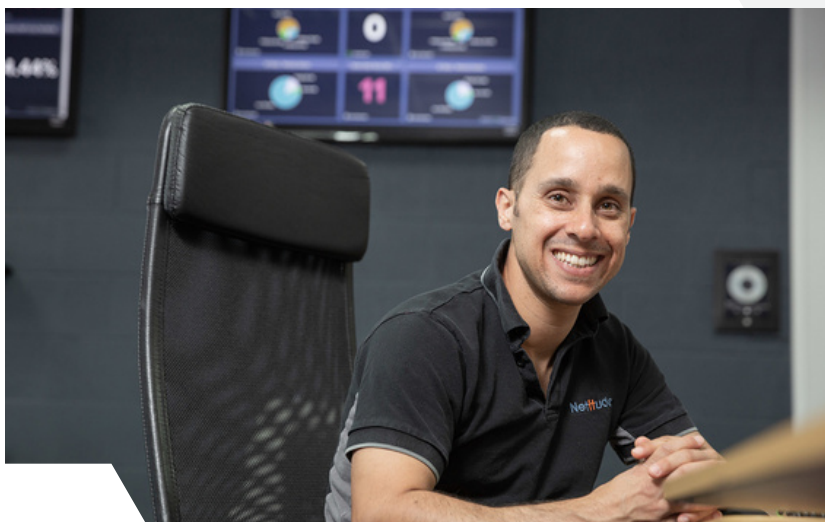
Cooper and Tanner sought a reliable IT partner after experiencing frustrations with their previous provider's responsiveness and support. As a reputable and recognised business in the West Country, they needed to ensure their IT infrastructure was in line with their forward-thinking approach to real estate.

Before entering a partnership with Netitude, Cooper and Tanner were facing email server issues and overall system performance and needed a clear and comprehensive IT strategy going forward. Fortunately, our Technical Alignment Manager and Virtual IT Directors worked together to outline all the technological problems Cooper and Tanner faced and put a plan in place to tackle those issues head-on.

The Solution: Identifying the Root Cause

During our comprehensive Technical Alignment Audit, we delved deep into Cooper and Tanner's existing systems, processes, and policies. What emerged was a clear picture of the challenges they faced. The common theme running through their issues—significant downtime, sluggish machinery, and network connectivity problems—was their outdated and failing IT infrastructure. This realisation became the cornerstone of our approach.

We meticulously assessed their current setup, scrutinising every aspect. Armed with this knowledge, we could pinpoint the immediate and long-term issues. A bespoke technology roadmap took shape—one that would not only address the existing pain points but also lay the groundwork for a robust and efficient IT ecosystem.





Quintyn Howard-Evans
Senior Managing Partner / Cooper & Tanner

Look, I only recommend people because they deliver, and I like Netitude. They're a good bunch of people, easy to work with, and efficient. If you were to ask me if I feel confident about the future, specifically with regards to IT, yes, because I know I'm in good hands.



The Solution: Tailored Solutions and Empowering Staff

Our strategy encompassed several key initiatives. First, we prioritised updating all company computers to align with best practices and ensure seamless access to critical documents, files, and emails. But the heart of our intervention lay in tackling the recurring server failures head-on. These problematic servers had been the source of slow performance, frequent downtime, and frustrating network disruptions. Our solution? Introducing a cloud-based storage and backup system that swiftly resolved these issues, providing stability and reliability.

To ensure a smooth transition, our Projects team conducted on-site training sessions and worked hand-in-hand with the appointed Virtual IT Director (Josh Bradley) to get the entire Cooper and Tanner business up to speed. Armed with proficiency, the team could now harness the full potential of their revamped IT infrastructure. The result? A more agile, efficient, and resilient organisation poised for growth.





The Result

It's safe to say that our involvement with Cooper and Tanner's IT infrastructure and overall use of technology has made a stark difference to their organisational capabilities. Our input had a tangible and transformational impact on staff productivity and satisfaction with significantly reduced downtime.

Our technology experts also enhanced Cooper and Tanner's security and compliance measures, meaning they won't be at risk of the ever-increasing cyber threats that companies of all shapes and sizes face in the modern business landscape.

The results of our offering go beyond the solutions we provide. Since Cooper and Tanner chose us as their IT Managed Services Provider, we've provided seamless support and guidance, enabling proactive IT planning and strategy development from the get-go.



Next Steps

The steps we implemented, including our bespoke technology framework, ultimately resulted in Cooper and Tanner gaining higher levels of uptime and productivity across the board.

Entering a partnership with Netitude has meant they've said goodbye to members of staff having to be frustrated with recurring tech issues, including downtime and data loss. They've also benefitted from tailored training by our technology experts to teach the entire organisation how to make the best use of the new systems and operations we've put in place.

Is **Netitude** the **Right Fit** for your business?

We look forward to seeing Cooper and Tanner, one of our most valued clients, go from strength to strength in the future. Our technology experts have put everything in place by giving them a clear roadmap towards continued growth and success in the digitally focused age we find ourselves in.

Are you interested in how our technology experts here at Netitude can help your organisation reap the rewards that a digital transformation would bring? Don't hesitate to contact our friendly and responsive team today!





Next Steps

Gain the advantage of a fully managed IT support team that functions as a complete outsourced IT department.

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