



IT Solutions and Support

Novosound was the first spin-out company to emerge from the University of the West of Scotland. The company has developed and patented a ground-breaking technique to mass-manufacture printable ultrasound sensors. As a high-tech start-up their IT needs are varied, and they have grown from 5 to 20 employees in less than two years.

The first meeting with the founders of Novosound took place before the lease on their new office had even been signed. It quickly became apparent that this blank canvas was not only an opportunity to build from scratch the perfect way of working but also a challenge as hardware needed to be procured for everyone, back end systems setup and a plan put in place for growth.

bizanywhere was the key reason for Novosound to choose Arrow Business Communications. Arrow has a bundled solution of cloud services, high spec hardware and expert helpdesk support. The simplicity of the pricing model supports their growth, its easy to understand and hassle free.

The Solution

Arrow reviewed the scope of Novosound's requirements and created a bundle of


Sensors, Systems and Software
for high resolution ultrasonic imaging

services priced on cost per user, per month.

Novosound chose the Surface Pro solution which means emails and file storage are hosted within Office 365. A Dell large touchscreen display has also been installed to enable Novosound to collaborate and run seamless video conferencing.

Novosound didn't have their own office space but needed their systems, Arrow built everything in its own office and even ran the training sessions for Novosound staff there.

“Before Novosound I was used to working with in-house IT and will admit I was very sceptical of having a generic support desk to email, however the Arrow team very quickly got to know our company and our requirements.”

- Novosound Office Manager

Support:

Communication and speed of response are particularly important to Novosound. Every email sent to the Arrow support desk is immediately assigned a case number and followed up by the support desk in due course. The team makes sure that Novosound is kept informed as faults are investigated and thanks to the cloud set-up, all issues can be dealt with remotely. She

continues, **“I am not the most technically savvy person but whenever Arrow log in remotely they always give call me and talk through what they are doing.”**

Novosound has a dedicated Account Manager who is always available either on email or over the phone. **“The only downside is that due to the ease of doing everything remotely we don't get to see the Arrow team in person, but it's a small price to pay for a quicker response times and no downtime.”**

Benefits:

- No downtime, everything is in the cloud and backed by a 99.9% uptime guarantee.
- Novosound staff can work from anywhere giving them total flexibility as they grow.
- Hardware is automatically replaced after 3 years (included in the subscription).
- No in-house expertise required.
- Very simple pricing model.

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