

### **Partner Case Study: Carpe Diem**

Carpe Diem is one of the North West leading New Media Agencies. They develop Web sites and Internet solutions for clients as diverse as Asics UK, Liverpool City Council, Warrington Borough Council, Ron Stratton, Fujitsu, Bentley Manchester, Surrey County Cricket Club and Urbis. Their extensive Web design skills are now being used in many industries, including the generation of 3G technologies for one of the countries leading Mobile Phone providers, ToTel Ltd.

Many New Media Agencies focus only on the Web design skills side of the business, this overlooks the importance of providing their customers with integrated Internet connections, Web server hosting and protection. Bill Carr of Carpe Diem explains:

"We have always believed in providing the complete solution for our clients and this involves providing hosting services and Internet access. We started by delivering the service ourselves, but this necessitated extensive hardware and software investment as well as utilising a considerable amount of our time that could have been profitably billed out."

After a review of the situation, Carpe Diem took the decision to partner with Talk Internet to seamlessly provide Internet and telephony services to their customers. This has enabled them to reduce costs, free up internal resources and provide a greater level of service. Bill Carr commented:

"After reviewing the partner schemes that were on offer, we chose Talk Internet because they do not compete directly with us, but only offer their services through partners. We like the fact that although they offer high levels of technical support and service, we can always talk to business-focussed people to discuss our customers' requirements and ensure that we can tailor our solution accordingly.

I would have no hesitation in recommending their services to other New Media companies"