Case Study

Auditel (UK) Ltd

Client Profile

Founded in 1994, Auditel (UK) Ltd is a Business Cost Consultancy firm based in central Winchester. Through their 180 franchise, UK-wide network, Auditel delivers Business Management solutions to organisations throughout the country, across almost all areas of business expenditure from utilities and stationery to telecoms and IT.

The Challenge

Having provided IT support services to Auditel for a number of years, including a full refresh of the IT infrastructure, we were then approached to discuss the updating of their intranet system. The existing system was used to exchange data within the network of affiliates but had no centralised system to provide tools for the affiliates to manage areas in their individual businesses such as prospects, sales opportunities, etc.

Our Solution

Working closely with Auditel, our team developed the initial specification to provide a **Client Management System** (CMS) to allow each individual affiliate to hold details of all their customers, leads, prospects and opportunities. The CMS also allowed them to monitor various aspects of each client to enable them to ensure that tasks were carried out in a timely manner on behalf of their clients.

We were able to show Auditel real-life examples of similar work we had undertaken allowing them to visualise what the CMS would look like, whereas other developers they spoke to could only theorise.

The Outcome

Not only were we able to deliver the development of the CMS on time and within budget, but the system has since evolved to meet the continuing demands of their business and now offers a complete tool-set to their affiliates.

The inclusion of bulletin boards for exchange of information within the network, analysis tools to allow affiliates to provide cost analysis services to their clients and integration with 3rd party accounts software has made the CMS an integral part of Auditel's business model both now and in the future.

> *Right from the start, we knew that working with Net Technical would result in a product that exceeded our initial brief and expectations.*
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> *Net Technical were really diligent at both the initial stage and throughout the development, ensuring they were producing the right product for us.*
>
> *We have developed something truly bespoke that has gone way beyond what we thought anyone could do with the system.*

Antony May, Business Systems Manager, Auditel Ltd.

Technologies and Services Employed

- **MS SQL Server**
- **Database Design**
- **SQL Server Reporting Services**
- **MS.NET Framework**
- **MS ASP.NET**
- **Web Services**
- **3rd Party Integration**