

## Ramsac takes away ticket agent's worries

RAMSAC, an IT solutions company in Godalming has announced that West End Theatre Bookings, London's leading official ticket agent, has outsourced all of its IT functions to the Surrey-based IT consultancy to take away the stress of the day-to-day management.

West End Theatre Bookings employs staff across three sites at Guildford, Leicester Square and Piccadilly Circus. The company specialises in getting its customers the best seats for all the top London shows, including those hard to get 'sell out' shows and bargain deals with half-price and discount tickets. The company also has allocations of tickets for all the West End Theatres and playhouses.

Managing director of West End Theatre Bookings, Andrew Peterson, explains: "We have a dedicated friendly team, who specialise in getting tickets quickly and efficiently. We are committed to customer service and to do this we need to have the support of efficient and fast IT systems and websites."

IT is crucial to the success of West End Theatre Bookings as all bookings are made via its secure servers. It is therefore vital that the servers, ticketing software and websites are up and running at optimal capacity to ensure that no sales are lost.

Peterson said: "We are not IT people and I don't want any of my staff to be tied up with IT issues, that's why we opted to outsource the management of our IT to ramsac. It would be a disaster for our business if our IT systems were to be down for any time at all."

"Ramsac was recommended to us by our accountants. We immediately felt comfortable with amsac. As they have worked with other ticketing agents I knew they understood our business and the importance of secure and stable IT systems for ticket sales."

Managing director of amsac, Robert May added: "More and more SMEs are outsourcing the management of their IT to specialists like ourselves, to rid themselves of the daily headache of IT

issues. As the importance of IT escalates in companies, SMEs in particular are finding themselves in the situation of not being able to invest in a full-time member of staff. By outsourcing to IT specialists these organisations have the opportunity to buy in the expert support required on a daily or retained basis."

Ramsac has already managed the relocation of West End's head office, ensuring that the company's sales and operations were maintained throughout their move. As well as providing ongoing remote support, the IT company will also be providing West End with on site network management across the three sites together with strategic direction through their Outsourced IT Director service.

Founded in 1991, ramsac offers a 'menu' of outsourced stress-free IT services that allows clients to match their individual needs. For some clients it may simply be support at the end of the phone, for others a part-time network manager, for many businesses it's help in developing a longer term overall IT strategy. Whatever the requirement clients are guaranteed impartial, jargon-free advice.

This enables those businesses and organisations for whom a dedicated in-house IT department may not be practical, to outsource all or part of their IT needs. In return they benefit from properly planned cutting edge IT solutions and support without any of the headaches often associated with managing technology. The end result is that any business can now get top level joined-up grown up IT advice for a fraction of the cost.

It is committed to providing excellence in customer service and is proud to maintain a 97% client retention rate. In 2007, the company was named as Surrey SME Business of the Year. Ramsac is an ISO 9001 Quality Approved firm, a Microsoft Gold Certified Partner, a Citrix Silver Partner and an accredited Investor in People.