



Beechfield Brands

# Thinc Partnership: Customer Success Story

thinc\*

## Background

With over 50 years' experience in the industry, Forkway Group are a forklift truck, pallet truck and materials handling specialists. They were a founding member of the Fork Lift Truck Association (FLTA) and have always strived to lead the way in technological developments in the forklift industry.

During their lifetime they have seen continued growth, with 3 bases situated near London, Leeds and Southampton. Thinc were introduced to Forkway in 2011 when it was identified that their legacy systems were holding them back from reaching their full potential. They realised that effective communication and integration between these three sites was crucial if their operations were to run smoothly and efficiently.

## Key Challenges

With huge potential for business growth, a growing client base and expanding product portfolio, business leaders at Beechfield Brands were looking for a professional, proactive IT partner who understood their business aspirations and would support them on their growth journey.

They had a clear requirement to upgrade their ERP systems and IT infrastructure. Beechfield Brands wanted to work with an IT partner who would offer flexibility and be responsive to their needs. It was important for them to have expert consultants available to collaborate with their in-house IT person on a day-to-day basis.

With many staff working remotely building a network that was accessible whilst still being secure was a key requirement for the future evolution of the business.

## Requirements

When Beechfield Brands approached Thinc, they were clearly looking for a partner who would listen, understand their challenges, and support their plans for business growth. Business leaders at Beechfield Brands were very driven and were looking specifically for a personalised, consultative approach to improve their IT infrastructure with minimal disruption.

Our consultants connected with business owner Roger McHugh and IT Manager, Anne Kupschus during initial discovery meetings to listen to their challenges and really understand their plans and concerns about future growth.

Thinc quickly developed a positive working relationship which allowed us to identify the best next steps for their business and develop an action plan to deliver the right solution. We conducted a rapid business assessment to validate Beechfield Brands concerns and create a prioritised work plan.



The team at Thinc are very proactive with their IT support and maintenance. They have worked with us to listen and understand our challenges and ambitions and develop an ongoing action plan to ensure we have the best IT infrastructure for the business going forwards. Not only did they help us migrate to a new infrastructure in a very short space of time, but now 18 months later are instrumental in our collaborative approach to paving the way for a whole new ERP system. They really feel like part of our team.



**Anne Kupschus,**  
IT Manager, Beechfield Brands

At Thinc we make sure we're developing a solution that supports a business's current challenges but also aligns to their future aspirations and plans. Through our on-going relationship with Beechfield Brands we are able to advise and guide the leadership team with crucial decisions to ensure they have the right IT in place to enable their plans and that they are getting the most out of their solutions.

**Richard Stathers,**  
Managing Director, Thinc

## Results



A robust, cost effective cloud-based disaster recovery solution, using shared multi-tenant capability that is in a UK data centre. This disaster recovery service eliminated the need to have replica of their environment sitting idle on replica hardware in case of a disaster event



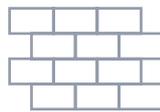
Improved resilient high-speed internet communications



Two-factor authentication for system access to enhance security



Licence consolidation to make renewal and management processes more straightforward



A managed firewall service using a next-generation SonicWall firewall to enable remote access and secure the perimeter of the network



Kaspersky endpoint protection and mobile device management



Replacing existing servers with new Dell hardware



An internal and external vulnerability analysis to identify and report on security weaknesses



Regular IT and business reviews enabling on-going support with future planning