

BRUIN
FINANCIAL

TOMORROW'S TALENT, TODAY.



BRUIN Financial Case Study

BRUIN Financial is an independent financial recruitment consultancy based in London and Singapore. Founded in 2010, BRUIN has grown rapidly to 50 employees split between these two locations, with plans to open further offices in 2012.

The BRUIN management team had previously worked together in larger organisations and had been involved in several IT integration projects following company mergers, however on this occasion the business starting from scratch. Chief Financial Officer, Colin Webster explains "We knew that we wanted to use Microdec's Profile CRM at the core of our business and we recognised that we faced a choice between running our own systems or selecting an external IT provider. Employing your own IT staff and procuring your own hardware and systems immediately builds cost and risk into the process. Because of this and a desire to keep our IT flexible, meant outsourcing our IT was a straightforward decision."

After an initial period with another supplier more suitable for the company's very early stage of growth, BRUIN selected Modrus as its IT outsourcing partner. Modrus has supplied BRUIN with Modrus Virtual Office (MVO), which provides users with a fully hosted desktop featuring Microdec Profile CRM and the Microsoft Office 2010 suite of applications. In addition, Modrus provides first line telephone support for all users plus desktop computer hardware and Internet Connectivity (Modrus Connect Office) to the London office.

Innes Gerrard, Modrus' Senior Account Manager commented, "There is a good fit between our two companies as Modrus has long-standing experience of hosting Microdec applications. This was key in BRUIN's decision to select us, as it meant that we already understood the application they rely upon. By selecting

MVO, BRUIN is able to focus on revenue generating activities, safe in the knowledge that their technology needs are understood and delivered to a level that could not be achieved cost effectively with in-house skills."

Colin Webster backed this up by commenting, "Modrus provides 24x5 support to accommodate our London and Singapore offices meaning there is always someone available at the end of the phone. Their helpdesk consists of some very technically aware individuals who care about our account – I can't really fault their service or the robustness of their underlying infrastructure."

Looking to the future, Colin Webster explains "We are shortly moving office in London, to a floor with double the footprint which will give us the capacity to grow for the next 3 years. Modrus is involved in building a new comms room for us and supplying the necessary switches. Ideally, I'd also like our telephony and IT to come from the same provider, so I'm also in discussions regarding a Modrus VoIP (*Voice over IP*) telephone system which will give us improved flexibility with call routing and increased functionality, allowing us to integrate our CRM and telephony systems."

Colin Webster concludes by saying, "I would recommend Modrus to companies that require a fully outsourced IT service and am actively doing so. We would like to see Modrus grow from strength-to-strength in order that they can continue to support us as we grow into new territories."