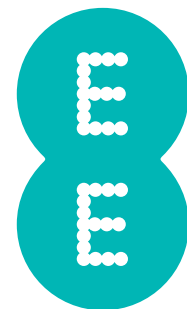


DIGITAL NEXT

AGENCY GETS GREATER FLEXIBILITY AND VALUE FROM ITS MOBILE ESTATE



Digital Next matches mobile needs and costs with business growth using Business Connect plan from EE

Customers challenge

Digital Next has come a long way in a short time. In the early days the digital marketing agency was run out of a bedroom; now it's got new premises in Manchester's tech hub and a London office too. Within the past 12 months alone the company has doubled in size, expanding to a 40-person team.

Growth has been driven by customers wanting more tightly integrated solutions. This has seen Digital Next extend its offer beyond search engine optimisation to website design, digital brand management and social media campaigns.

Scaling growth with mobile communications however, wasn't so easy.

People in different roles have different needs. Having a one-size-fits-all mobile plan was expensive and unworkable, to the point where it was holding the business back. 🚫

Justin Blackhurst, CEO, Digital Next

Our solution

The company chose a smarter way to work. Business Connect from EE means individual users get exactly what they need. They can share data, minutes and texts in the

UK, which can be used for international calling and texting. Digital Next can also add 30-day SIMs; perfect for their temporary staff or short-term projects.

Justin says: "The Business Connect plan means our business can remain flexible. As we grow it grows with us so we can keep doing things the way we want to, with everything easy to run on one plan and one bill. We can decide what individual users are able to do by using a simple online management tool."

Value delivered


The agency enjoys greater flexibility. "We can add more people, phones, Mobile Wi-Fi and tablets whenever we need to," adds Justin. "If we've got a freelancer we can get them up and running quickly using a 30-day SIM card."

Justin also sees a huge upside for people in customer-facing roles: "Our business development team is always out and about meeting clients. Being able to access lots of information on the move really helps those conversations flow." The business makes international calls to Europe and the United States which, at no extra charge, offer better value for money.

Additionally costs are much easier to control. "We can go online and set permissions for things like premium rate numbers and data usage for individual users. This avoids surprise bills and prevents potential misuse," Justin says.

4GEE at work case study

Like all highly mobile businesses with international clients, Digital Next has a variety of needs – whether that's using devices on the move or when working abroad. With MobileIron, a handy security extra with Business Connect, the company is always in control, even if a phone gets lost

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Justin Blackhurst, CEO, Digital Next

or stolen. Says Justin: "Through using the MobileIron web interface we're able to quickly locate, lock and wipe the device, so all sensitive business information is never at risk of being breached or leaked."

Get in touch

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