



Making Partnerships Work

“Together, we are able to implement any specification and can act as ‘One Stop Shop’ to provide a fully managed service.”

Andy Candler, Director, The Creative Engine Limited

Background:

The Creative Engine Limited has been producing digital solutions since 1985, making them one of the first new media companies in the UK.

They are passionate about producing dynamic, innovative and effective solutions for their clients.

One of their main priorities is to deliver what they promise.

In the late 1990’s they began working with Cirrus Software, delivering web applications for their existing clients.



The benefits of Partnering:

Partnerships are the quickest way to grow, without implementing difficult and time-consuming internal changes.

Here are some of the benefits this partnership has produced:

- Investigate new opportunities with a one-stop shop approach.
- Adapt with greater flexibility.
- Increase market share and positioning
- Gain access to a new market and have better positioning.
- Exploit strengths – fill the gaps in skills.
- Gain specialised knowledge.

Andy Candler, Director, at The Creative Engine Limited talks about why they chose to partner with Cirrus Software:

Relationship:

“We identified that a good design company do not necessarily have the complete skill-set to produce complex, data driven, web-base solutions, which was an area of opportunity where we were regularly failing to compete.

We had creative and digital expertise, however we needed technical expertise to succeed and provide a complete solution. Many companies offer the complete solution, however, many are never able to deliver.

With this in mind we decided to form a strategic partnership with a professional software development company who have complimentary skills and strengths, who could fill the gaps using

their specialised knowledge. This is when the relationship with Cirrus Software was formed, a company with the same core values as our own.”

Values:

“Partnerships are always a challenge, therefore finding a company who shared our values was just as important as the expertise they would bring.

Cirrus Software are 100% client focussed and look to building long term client relationships, not quick one-off projects with no post-delivery support and backup.

Understanding and translating client’s business challenges and how the solution should work is key to their success. Their business and technical expertise means that they always deliver successful projects and actively add value by applying the best use of technology.

Finally they can be trusted to deliver and are extremely professional in their approach to any project; large or small. This has been our philosophy for over 20 years and we know it is a winning formula.”

Communication:

“Both companies have the unique ability to work together as a single team or separately, where necessary, on individual projects. We work closely on client handling and project management, using the latest web applications and technologies to work together as a single team.

Our clients value the relationship with both companies, together we have an incredible mix of skills, knowledge and understanding.

Over the years we have expanded our portfolios, expanded our client base and expanded our knowledge.

Our clients find no issue with working with two companies and we operate with full transparency. This affords direct communication with the team or teams who are working on the project, and a complete understanding of who is doing what on a day to day project.”

Success:

“Our Partnership takes the form of a strong relationship with mutual clients in pursuit of common goals and values. We are able to exchange resources, share risks and divide the rewards.

Together, we are able to implement any specification and can act as ‘One Stop Shop’ to provide a fully managed service. You just have to look at our client base to appreciate the breadth of successful projects over many years.

“We continue to look forward to making the relationship even stronger in the future.”

