

Ease the burden by calling in the professionals

Local company Direct Data Cabling have yet another delighted customer to add to their ever increasing portfolio. IBDG, the International Business Development Group, is a specialist business development consultancy operating in Europe; Eastern Europe; USA and Middle East. IBDG are a rapidly growing company and have experienced so much success that they have had to expand their operation and move their base from Newport Pagnell to larger premises in Fox Milne, Milton Keynes.

IBDG specialise in Consultancy Services, International Trade Development, Foreign Direct Investment, Market Intelligence & Planning, and Business Development & Strategy Meetings. Their clients include many of the leading Government Agencies in the world and over 150 top companies and their drive is to generate growth of 50%, year on year, for clients.

Planning to move such an operation was a difficult and time-consuming process. Not only did they require an environment where they could enhance their service to clients but also wanted to create a great working environment for their staff. Sales Manager, Tam Sheikh says 'At IBDG our staff are just as important to us as our clients and we wanted to create a workplace in which talented people could grow professionally and personally, therefore the working environment has to enable us to achieve this aim'.

Selecting suppliers to work with them on the move was a critical part of the process. With 45 Consultants and their PC's and telephones to accommodate, data cabling was an important part of the move. After receiving quotations from a number of data cabling companies, IBDG selected local company, Direct Data Cabling to install all the data cabling within the new building.

'We chose Direct Data Cabling because they clearly understood my position. I required a solution provider that would liaise with my PBX and PC Network suppliers on a technical level, as the installation project rolled-out, and also be able to work within the budget, & tight deadline.' said Tam.

'Their flexibility and overall approach was excellent, they were also very helpful in explaining the pro's & con's of the options available, without a bias toward their margin. I drive a hard bargain, and know I got an excellent deal; we will be working with them again for the next expansion of IBDG.'

'We were delighted to win the contract with IBDG', says Theresa Archer, Director of

Direct Data Cabling. Their vision and approach is very similar to ours and this made it easier to completely buy-in to what they were trying to achieve'. 'For us the whole process is very straightforward, but to others it can appear so complicated, it is therefore important for us to give the client the confidence that we know what we're doing and that the job is going to be done well'.

The requirement was to install 144 Cat5e outlets to house 45 workstations. Direct Data Cabling provided a full solution for IBDG, from laying the cables underfloor, installing floorboxes and connecting all outlets back to a main communications cabinet.

Tony Pope, joint Director of Direct Data Cabling says 'once we had the go ahead, we were under strict time constraints and it was crucial that our installation was planned precisely. We offer a great deal of flexibility and therefore were able to work around the clock to ensure deadlines were met'.

Direct Data Cabling have been in operation for 2 years and have built up an excellent reputation for providing a high quality, flexible and cost effective service. They are currently working on projects all over the UK and business is booming. 'Our aim is to offer an exceptional service', says Theresa, we strive to ensure that all our clients are more than satisfied with the work we carry out.' 'We form project partnerships with our clients and work very closely with them throughout the installation, we understand that it is an important part of their business and has to be right'.

It is great to see such flourishing local businesses working together and demonstrating so well the fact that we can all 'buy MK' successfully and contribute to



Tony Pope, Direct Data Cabling

the on-going success of the local business community.

If you have any data cabling requirements, from a few additional points to complete new premises, Direct Data Cabling can provide a cost effective and professional solution.

For more information on Direct Data Cabling contact Theresa Archer on 01908 216505 or 0776 969 8504 or email: info@directdatacabling.co.uk.

For more information on IBDG contact Tam Sheikh on 01908 238001 or email: information@ibdgroup.co.uk.



Theresa Archer, Direct Data Cabling and Tam Sheikh, Sales Manager - IBDG



DIRECT DATA CABLING