



# CASE STUDY

Expert advice from the Business Advisory team gave Pixel Bullies the confidence to take the next steps to grow their business.

“Our old broadband connection just wasn’t delivering the speed we needed and we knew we had to address it as it was preventing us from delivering the quality customer service we have become known for in our industry,” said MD Andy Gahan of Pixel Bullies.

Pixel Bullies are an independent games design company based in Cheshire. They deliver high quality artwork and programming to a small number of partners for their games including 3D, 2D interface design, animation and complete games. They required an increased presence on social media and the development of a cohesive digital marketing plan for which they needed advanced and fast IT.

#### What the programme did for us:

- Provided faster IT support and access for our clients
- Looked at what we were doing currently and where we needed to improve
- Allowed our team to plan for future games requirements
- Gave us a much improved customer service focus

#### This enabled us to:

- Allow our distribution team to collaborate using an asset server to submit and download large amounts of game data
- To test multiplayer games with no drop out or slow down
- Allowed faster and more reliable client support
- Upload digital content more quickly

#### What was the impact on our Business?

**The Challenge...** “We run a business which by its very nature, is at the cutting edge of digital interaction so access to superfast fibre broadband was critical to us – we knew we needed to move from our old system to the new and the advisory team supported us as we rose to the challenge,” said Andy Gahan, MD.

**The Outcome...** “The programme has provided us with a cohesive plan for the next twelve months and allowed us to financially benchmark our current activity, and become more competitive in our specialist marketplace. We are delighted that we have seen an immediate improvement.”

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