

Case Study : IT Brains Ltd

Targeted Marketing for Web-Design and IT Services company

Huge potential return on investment for IT Brains thanks to successful implementation of Pennine IT system.

IT Brains, a rapidly growing Web-Design and IT Services company needed to specifically market through one of their channels at new start up companies. Our consultants designed, built and implemented an interface with the Companies House XML gateway in order to extract relevant company details for newly incorporated companies that would:

- **Capture the required marketing data**
- **Automatically provide the data on a daily basis**
- **Allow specifically targeted marketing**
- **Ensure regular data housekeeping**
- **Provide data as a marketable resource**

The commissioned application automatically requests data from Companies House regarding newly incorporated companies. The seamlessly integrates with IT Brains database and adds the company details in readiness for tailored marketing activities. It allows IT Brains to drive their marketing activities at the correct sector and also provides a source of potential revenue in the subsequent resale of relevant data.

A great partnership delivering a great application.

Pennine IT Solutions Ltd provides a number of online applications that can be seamlessly integrated into your business to provide major benefits and increased customer loyalty. Additionally, due to our sophisticated technology stack and business knowledge, we can ensure:

- An understanding of your business
- Speed of delivery
- Cost effective solutions
- Robust applications
- Automated backups



**IT Consultancy – Process Design
Bespoke Software Design
Online Applications (Web Apps)
Project Management**



IT Brains

IT Brains is a highly experienced Web Design & IT services company based in Rossendale, Lancashire providing a range of solutions both locally and nationally. We can help you in the following areas



Web Design



Email



Web Shops



Network Support



Computer First Aid



Printers & Scanners

Our track record of web site design and delivery speaks for itself - check out our portfolio page for examples. Our ability to support your network and PC's or laptops is also pretty impressive. We specialise in explaining what's going on, not just talking technology.

Give us a call and see what web design and IT support should be like!



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