

An insight from a local business

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Software based PBX for Windows®



Agenda

- Introduction to GMA
- Who Are We
- What We Do
- Our Experiences
- Looking forward
- Questions

Who Are We?

- **Family Business started in 1992**
- **Always been based in the borough**
- **I started working in Technology at 16 - 42 Years ago**
- **Systems I worked on are in the Science Museum**
- **Based in Beckenham**
- **Technically very strong**
- **Received Technical awards from Zen, BrookTrout, Inty**
- **Recognised as specialists in our field**
 - **by Microsoft & 3CX**
- **23 Strong team**
- **Collectively 270 Years of Technical experience**



What We Do

- **Make IT work for Businesses**
- **Make it simple & joined up**
- **Heavy focus on security**
- **Strategic, Tactical or hands on as needed**
- **Work on client sites across the UK**
- **Supporting clients Worldwide - Europe, North America, Middle East, Asia**
- **Very broad range of industries**
- **Ranging from 1 to 500 users**

Challenges

- Finding new staff
- Very competitive marketplace
- Availability of good office space
- Increasing costs across the board
- Lead time for full fibre Leased lines (3 months +)
- Poor / slow rollout of FTTP services
- Embracing marketing away from my technical roots

- **Project work died overnight**
- **Support work increased**
- **Hospitality and Retail - Tiny exposure for us**
- **Kept office open – servicing key industries**
- **Consolidated the team**
- **Invested in marketing**
- **Did not lose clients until this year**
- **But several did downsize**
- **Focus on doing the right thing for staff and clients**
- **Looking after our Team**
- **Celebrated our 30 year anniversary remotely**

NOW

- **Very strong project pipeline**
- **Marketing worked**
- **Still hiring**
- **Need to be flexible**
 - Days/ Hours/Home/Office/Hybrid
 - Give people space to shine and support them

Looking forward

- **Economic uncertainty**
- **Maintaining and growing our diverse client base**
- **Positioned for growth**
- **Deepening concerns over cyber security risk**
 - **For ourselves and our clients**
- **Focus on defending that**
- **Lack of cybersecurity governance in UK compared to US**

Example of our Marketing



Software based PBX for Windows®

Gold
Microsoft Partner



GMA
GREGORY MICALLEF ASSOCIATES

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