

Ten2Two Case Study

Edgeward: Awesome Websites & Awesome People



Background

'We build awesome websites for awesome people' – a unique strapline for a fast-growing business that has been doing just that. With clients such as Ancestry, The Army and Lexus the company has steadily built up a roster of talented freelance technical and online marketing professionals. Flexible access to technology planners, project managers, programmers and designers allows them to build industrial-grade websites without the overhead of a permanent staff.



Business Management

Matt turned to Ten2Two when he realised that the operational demands of new and existing clients took his focus away from crucial business management.

Founder Matt said "I need someone to assist me – in fact I need someone who can tell me what to do!"

To focus on his clients, Matt needed someone who could help him organise the business, finances and ensure he was fulfilling his responsibilities as a company Director. Whilst he initially only needed help a few hours a week, he couldn't say how that might grow.

Ten2Two found Katja, an experienced PA who was not scared of a challenge. Katja settled in quickly, handling all the business administration with minimal briefing. Now she's involved in every aspect of the company, complementing Matt's awesome web team.

"For me they delivered in every area and I now have a management team growing my business made up of talented people I didn't know we could attract or even afford."



Business Development

Matt's next challenge was to get support in promoting Edgeward's skills to new and existing clients.

Ten2Two introduced Jen. Edgeward needed to manage costs, but Matt couldn't resist bringing in an experienced sales and business development specialist to really get the pipeline moving. Part time work allowed exactly this. Jen rapidly put Edgeward firmly on the map, re-engaging with their happy clients and signing new business.

"In both cases my brief to Ten2Two was a just short phone call. I expected them to quickly know my business, understand what I needed and to respond to my requirement for 100% flexibility. For me they delivered in every area and I now have a management team growing my business made up of talented people I didn't know we could attract or even afford."

It is wonderful to see the impact that part-time professionals can have on businesses like Edgeward.



We help businesses find talented part-time professionals to cost-effectively grow and improve their business.

