



Case Study – Interactive Law

Background

Interactive Law operate a number of panel membership websites that allow solicitors and law firms to promote specialist areas of law directly to consumers and business communities via the internet.

The company introduced the first panel membership website in 1999, followed by the launch of various others in 2000, and has now become the busiest legal marketing network in the UK, attracting over 50,000 unique visitors per month across all the sites.

Problem

Whilst setting up their business, the directors of Interactive Law realised that they could be vulnerable from an IT perspective, and would need some form of IT support to assist with hosting the websites and maintaining their IT network.

Solution

CF Systems recognised Interactive Law's need to establish and grow their business, and developed a Managed Service Agreement package that would protect and support their business sufficiently, whilst covering their specific needs.

"We had previously tried to source and price our equipment and support needs ourselves but it became too much of an arduous task. Knowing that we can rely on a professional and knowledgeable company that is capable of doing this for us is invaluable." Tracy Miles

Result

CF Systems have been working with Interactive Law for over 10 years and has developed a professional and supportive relationship which has helped the business to grow.

Additional services such as in-house web hosting and web design has strengthened this relationship, requiring more flexible support from CF Systems.

"We never question the service we receive from CF System, as it is second to none and definitely makes us feel valued as a client. The support desk staff are always friendly, efficient and endlessly patient!" Mark Exell