



## Case Study

**ATG Media are the UK's leading provider of specialist information and services to the fine art and antiques industry, both in print and on the web, and a global pioneer of live online auctions.**

ATG Media is the trading name of Metropress Ltd, a company with a long and proud record of anticipating the needs of the industry it serves. When it was launched in 1971, the Antiques Trade Gazette transformed the sector, bringing auctioneers and auction buyers together more efficiently than ever before.

ATG Media's portfolio now spans the entire auction scene. Alongside their printed publications they have added a fast-developing portfolio of innovative online services, bringing new opportunities and increased profits to the auction industry.

In particular, their progressive outlook has earned them a pre-eminent international

position in the fast-developing world of on-line auctions.

ATG media's rapid growth resulted in their mobile communications becoming even more business critical. With a fleet of iPhones, ATG Media needed a partner who had the technical knowledge to support them on end user issues and implementation.

It was also a pre-requisite that any new partner had the expertise, experience and tools, systems and process, to help manage on-going costs, on what are very data intensive devices.



Trinity Maxwell completed an in-depth usage and spend analysis, profiling the usage patterns of all users, before recommending ATG Media transfer to the Vodafone network.

Vodafone's flexible data and voice bolt ons, strategically applied to specific ATG Media users, resulted in Trinity Maxwell being able to drive down ATG Media's costs significantly.

This coupled with Trinity Maxwell's on-going monthly billing reports and pro-active approach; means ATG media have much greater visibility and control of their costs.

Trinity Maxwell provide, as standard, monthly service reports detailing all interactions between them and ATG Media, which provides a truly measurable customer service experience.

Trinity Maxwell managed the transfer between suppliers from start to finish, providing on-site support and end user support on the day. This resulted in a seamless transition with no downtime for any users.

**“Trinity Maxwell manage our mobile fleet and help us to control our costs in the background, this allows my IT team to concentrate on more pressing and priority projects” commented Sultan Abdus, ATG Media's IT Manager.**

To find out more about our services go to: [www.trinitymaxwell.com](http://www.trinitymaxwell.com)

Or call us on 020 3137 8450

