



CASE STUDY 
studio

CASE STUDY **PORTFOLIO**



Introduction

The Case Study Studio at Remedy Marketing produces incredible B2B case studies for a diverse range of clients and services.

Case studies are one of the most impactful business tools imaginable. They not only aid you at every stage of the B2B customer journey, but can become myriad marketing assets from micro to major, and have many other business uses.

Releasing this potential is only possible if you collect and collate a truly rich story of your relationship and record of delivering value.

We believe that long-form editorial case studies, rich in customer quotes and telling the story from their perspective, is a fundamental format.

You can easily shorten and extract details from a quote and value-packed story to produce punchy bite-sized items – but you cannot lengthen a cursory one...

This style not only helps build trust and credibility but brings the most immediate, extensive, flexible and long-lasting usage for maximum ROI.

Here are just a few examples of our work.

SERVER FACTORY
WITH YOU EVERY STEP OF THE WAY

Case study

Armis can respond at the speed and scale of global opportunity to provision collector servers almost anywhere at speed with Server Factory

Client: Armis

Armis needed the most responsive hardware partner possible to meet growing and global customer needs, so chose Server Factory to fill that gap.

ARMIS

Organisations and governments around the globe choose Armis to help them maintain critical asset visibility and cybersecurity. It provides a unified asset intelligence platform designed to monitor and protect the extended attack surface of today's cloud-connected infrastructures, mobile platforms and IoT devices.

To protect such systems fully requires constant visibility of ICT assets. Armis collects huge quantities of real-time actionable intelligence data on sophisticated server hardware within its customers' networks. UK-based Server Factory supplies at least 85% of these collectors: imaged, connected, and ready for Armis to provision, before it ships them to customers.

Server Factory began working with Armis in 2020 and has since shipped more than 9023 servers to 85 countries around the world. It was originally brought in by CTO Ziv Dines to help strengthen an existing supplier landscape.

Server Factory - Armis Case Study - Sept 2023

serverfactory.com

...ume needs at high speeds

asset visibility and security solution is used by global organisations such as the US, EMEA and Asia Pacific. Protecting critical business infrastructure and government operations demands responsiveness to almost any demand. Server Factory every day.

Senior Logistics Specialist Aaron Gillespie

Server Factory is our main supplier for almost all markets now. Although based in the UK, they not only take care of the majority of European shipping, but also the US

Server Factory is a true one-stop shop.

Server Factory - Armis Case Study - Sept 2023

serverfactory.com

Server Factory

Sometimes selling servers is about shifting kit - but not for Server Factory.

They're all about delivering amazing service, high responsiveness and growing by supporting their customers' own growth and success.

Having built an amazing proof of this with Armis, they undertook their first full case study - which delivered lots of lovely data points to showcase.

ARMIS.

CASE STUDY

Server Factory not only always get the job done, but are trustworthy, flexible and customer focused. It is hard to find good enough words to describe them.

Aaron Gillespie, Senior Logistics Specialist, Armis.

SERVER FACTORY
WITH YOU EVERY STEP OF THE WAY

ARMIS.

CASE STUDY

9023 collector servers* to 85 countries

* June 2021-August 2023

SERVER FACTORY
WITH YOU EVERY STEP OF THE WAY

Helping Armis respond at the speed and scale of global opportunity to provision collector servers almost anywhere at speed

CASE STUDY

ARMIS.

Culturehood

Culturehood

CUBE creates a vibrant values-driven people culture and builds a foundation for growth.

Award-winning agency CUBE VIDEO needs a highly engaged and motivated team and a brilliant employer brand to attract talent – it asked Gemma Hood to help.

CUBE delivers insight-led videos, animation and photography for clients. Since 2015 it has a team of 12 including videographers, animators and account managers plus a strategic team that can scale to meet any project need.

Founder James Hildreth and his 10 co-founders created a culture and learned how to build it as they went along. They've had to evolve to meet.

James explained: "We got to a point of perspective and more experience. Agency work, and outside work, can be very demanding. Implementing strategies to support and motivate a larger team."

"We wanted CUBE to be a great place to work. 2022 Employer Gemma Hood from Culturehood to help Rawnet with a new people strategy and develop a new employer brand."

He recalled that "We made this investment but employees are the heart of our business. Instead of doing half a job, a external solution."

Investing in values

The company's values are now integrated deeply into its people practices, but this wasn't always so. Gemma's first task was to discover and articulate who they are and how they work. A CUBE person looked like and how they behaved. James stated: "Gemma to articulate our values and build the whole team in building them for our own success."

"The values now govern more processes, including things like that will fit and fit in to the CUBE culture. Gemma was able to see the process, so we can see things properly to be based on shared values, not just on strategy," explained James.

Gemma implemented a recruitment and selection strategy that has supported CUBE with 7 hires in the past year. By bringing 'them' into the recruitment process has enabled CUBE to manage much of the process directly – 85% of recent hires have been made directly, not via agencies, saving more than £25k in fees.

"When it comes to engaging, recruiting, motivating and engaging an award-winning team, James is now confident that CUBE's processes and solutions are the best in the world. Our framework has to fit the ethos of the business, and the client should not be able to tell the difference."

Culturehood

Rawnet gears up for growth with fresh people strategy and processes to help its future business and culture flourish

Rawnet is a strategic digital agency expanding fast in a competitive digital talent sector. At a time of change it needed expert support to build scalable people strategies while nurturing its creative commercial culture.

Rawnet is a fast-growing firm supporting clients through strategic digital in a niche market. Adam Smith, its Managing Director, has overseen the evolution of a strong creative and commercial culture over two decades.

When Rawnet was acquired by Cablevision Group in 2012, he wanted to give every opportunity for growth yet knew there would be new challenges. The business strategy was to expand and increase their presence, as brought in Gemma Hood from Culturehood to help Rawnet with a growth-focused people strategy that is cohesive, consistent, and true to its values.

Perfect time for a fresh perspective

Adam recalled, "There was a bit of work to do. We had to grow fast. We had more and more staff, many of which wanted to code remotely. It was going to be harder and harder for our culture to remain intact."

The task was to help Rawnet to grow while preserving the culture through change and reduce the risks of employees churning at a time when retaining a core talent pool was vital. Adam said, "Gemma came in at the right moment, as we were from our culture in helping internally to needing proactive support."

Adam recognized that Rawnet needed a fresh framework with customized processes. He required someone who understood the uniqueness of agency environments. He explained, "I needed someone who had done it before. I can't get agency people away off. I didn't have to tell Gemma how an agency works. She has seen the same battles."

Through an in-depth discovery and design process, Gemma worked to understand the existing employee experience, assess the business's needs, identify priorities, and design a strategic people model for an ambitious future.

"We could have got there slowly with trial and error, but with Gemma we got there first time, and in a quarter of the time it would otherwise have taken."

Proving that case studies are an asset for even smaller businesses, we created two simple case study texts for independent workforce, culture and HR expert Gemma Hood, to promote on her Culturehood consultancy site.



Panthera

Helping this growing accountancy practice was a true pleasure. In fact, we loved the stories so much that we switched our accounting to them.

We delivered two sets of three case studies to illustrate different service aspects, plus a raft of blogs and posts, all refreshed to their new 2023 brand look.



“
These case studies were easily worth the investment. The time investment was far less than I thought, and Case Study Studio provided a truly professional service.
”

Tory Wagg, MD

PANTHERA ACCOUNTING CASE STUDY
FINANCIAL AWARENESS

HELPING BBB TO GAIN FINANCIAL CLARITY AND CONTROL TO POWER GROWTH

CLIENT: **Bigger Brighter Bolder**

BBB is a successful membership-based business club based in Newbury, Berkshire. For the past four years Panthera Accounting has provided BBB with Financial Awareness coaching.

PANTHERA ACCOUNTING CASE STUDY

FOUNDERS FREED TO GROW SIGNAL SOLUTIONS BY SELLING FORMER TELECOM BUSINESS AT A PREMIUM

CLIENT: **Signal Solutions**

Panthera Accounting supports a swift and successful telecom company sale and doubles its value versus previous estimates, enabling partners to move on and build their new business.

PANTHERA ACCOUNTING CASE STUDY
BUSINESS PLANNING

BRINGING A REGIONAL CARE FRANCHISE AND ITS FINANCES TO LIFE

CLIENT: **Walfinch Mid- and South Buckinghamshire**

Walfinch is a national franchise providing personalised home care support services across the UK. Panthera has helped managing director Greg Rank to plan and bring this new business to life in Mid- and South Bucks.

PANTHERA ACCOUNTING CASE STUDY

BETTER PEOPLE RECRUITS A NEW ACCOUNTANT AND FINDS A TRUE BUSINESS PARTNER

CLIENT: **Better People**

Jayne Johnson was at her wits' end with accountants who gave so little real business help. She changed to Panthera Accounting and has never looked back.

PANTHERA ACCOUNTING CASE STUDY

LUXURY HOLIDAY RENTAL COMPANY COTSWOLD SLEEPS DISENTANGLES AND REGAINS CONTROL OF ITS FINANCES WITH PANTHERA

CLIENT: **Cotswold Sleeps**

Cotswold sleeps was caught in a financial reporting tangle - switching to Panthera helped fix our past problems and reset the company's finances ready for another year of growth.

PANTHERA ACCOUNTING CASE STUDY
Financial Awareness

PARADIGM CONSULTING FINDS FRESH FINANCIAL PEACE OF MIND AND A CLEAR FOUNDATION FOR GROWTH PLANNING WITH PANTHERA

CLIENT: **Paradigm Consulting**

Paradigm felt uneasy not knowing quite what their previous accountants were doing. They found the financial clarity and peace of mind they needed with Panthera.

PANTHERA ACCOUNTING CASE STUDY

CAUGHT IN A FINANCIAL TANGLE

Susan Paris owns a booming holiday rentals business in the picturesque Cotswold Water Park, always putting out all the stops to take care of everything for her homeowners and her guests. She had grown her business successfully but, as it evolved, she was starting to sense a need for more automation in her financial operations, and a greater degree of financial advice.

She moved to Panthera in early 2022 based on a recommendation from a friend. Having grown her own business predominantly through word of mouth, this provided Susan with reassurance in her choice. She said, "My previous accountant had been wonderful while my business was small, but in time Cotswold Sleeps required something more akin to a virtual FD to cover those financial decision making and forecasting skills I needed support with. I needed a step-up in my accountancy service, and Panthera now delivers a quality of service that matches my own standards in business."

My previous accountant had been wonderful while my business was small, but in time Cotswold Sleeps required something more akin to a virtual FD.

Susan Paris
Cotswold Sleeps

pantheraaccounting.co.uk

PANTHERA ACCOUNTING CASE STUDY

PARADIGM CONSULTING FINDS FRESH FINANCIAL PEACE OF MIND AND A CLEAR FOUNDATION FOR GROWTH PLANNING WITH PANTHERA

As an expert in loss adjusting and risk assessment, Chris Phelan, Managing Director at Paradigm Consulting, is acutely aware of hidden risk. Last year, he and Financial Director, Aimee Plummer, began to feel uncomfortable with their previous accountant. Neither felt fully aware of what their accountant was doing.

Chris told us, "When you choose an accountant, you're taking a leap of faith. Our previous accountant shared very little information with us. They felt more like glorified bookkeepers than accountants we could look to for advice and support."

Aimee and Chris realised that the previous accountants were focused primarily on annual accounts and tax efficiency, and felt that they had little interest in the long-term view or helping them to plan ahead. It wasn't adding value either in the day-to-day or with the bigger picture. Aimee recalled, "It always seemed that information only flowed one way, and they were reactive, rather than proactive. We didn't have a clear picture of what was going on in the business, and it was difficult to take strategic financial decisions."

With so little transparency, Chris and Aimee worried that there could be financial risks they didn't know about. They didn't feel either informed enough to plan properly, nor to prepare for the unknown.

When you choose an accountant, you're taking a leap of faith.

Chris Phelan
Managing Director

pantheraaccounting.co.uk

“ Panthera goes above and beyond ”

Chris Phelan
Paradigm Consulting

PANTHERA ACCOUNTING

“ Panthera is different ”

Jayne Johnson
Better People

PANTHERA ACCOUNTING

4Pack

We helped 4Pack show how its artwork & packaging management system is supporting beverage brand A. G. Barr in managing changing sustainability regulations. They requested a layout for a PDF on the website, to support sales, and use as show handouts.



4 PACK

Case study



A. G. Barr transforms its artwork management processes with 4Pack and builds a fresh foundation for continuous improvement

CLIENT: A. G. Barr

A.G. Barr offers a diverse portfolio of brands including IRN-BRU and Rubicon – but with more than 400 packaging variants across different lines, manual artwork management simply wasn't working. They turned to 4Pack to accelerate and improve artwork management workflows.



Nicola Critchley is a business process analyst within A. G. Barr's IT team. Formerly a Brand Coordinator in R&D, she had first-hand experience of managing packaging artwork and approvals. She was the perfect choice to lead an initiative to transform the company's artwork management processes with the aid of a new software platform.

The need for more effective ways of working was raised some time ago. She reflected: "We knew we needed to look at alternative ways to manage artwork and make it less manual, speedier, and more robust. Part of that was looking at a cloud-based solution."

In April 2022, after a rigorous RFP process and numerous product demonstrations, A. G. Barr engaged 4Pack as its platform of choice. Nicola explained: "The decision to appoint 4Pack came down to value, flexibility, ease of use, and aesthetics. 4Pack seemed a simpler transition that would be easier to use and offer more flexibility to shape it to what we wanted."

4Pack is fiercely customer-centric, running a four-week Hypercare phase at the start of new relationships. Managing Director Helen Poole and Jeremy Whinnett, Head of Professional Services, were involved not just at RFP stage but throughout. The experience of dealing with them formed part of the decision for Nicola. She said "The feel we got for 4Pack as a company was a big factor, such as how Helen and Jeremy dealt with us early on and far beyond the Hypercare phase. Jeremy visited our site on numerous occasions for scoping sessions and is still very hands-on now."

4 Pack – A.G. Barr Case Study – April 2023

“The decision to appoint 4Pack came down to value, flexibility, ease of use, and aesthetics”
Nicola Critchley
Business Process Analyst, A. G. Barr

4-pack.com

A. G. Barr builds a fresh foundation for brand packaging with 4Pack

400 packaging SKUs across 15 brands creates significant artwork and labelling management challenges. A. G. Barr chose 4Pack to help it transform its approach.



Moving on from manual workflows

Manual processes for managing artwork with internal and external agency teams were complex, time-consuming and sometimes lead to error or rework.

“

We knew we needed to look at alternative ways to manage artwork and make it less manual, speedier, and more robust.

”

A. G. Barr implemented 4Pack in 2022 and is already seeing benefits.

Getting every label and wrap right

Complete and correct specification data must make its way onto A. G. Barr packaging design and labelling artwork every time.

“

We must meet many legalities and compliance standards in our labelling ... A lot of effort goes into making sure our packaging is 100% accurate.

”

As well as managing on-pack branding, copy and sustainability data, it is now integrating Artwork Labelling Information Sheets into 4Pack.

Creating circularity

The pressures of a low-carbon future place demands on every drinks business. The approach of the Deposit Return Scheme in Scotland is just one – and certainly it won't be the last.

“

Readiness for DRS was one of the requirements that we asked of 4Pack ... We succeeded.

”

Readiness for DRS was a key driver for the swift implementation of 4Pack.

Read the full story

The full case study is available on our website.

www.4-pack.com

Reduce risk, lower cost, improve efficiency, speed processes and future proof artwork and packaging data management with 4Pack.

[Request a demo now](#)

4 PACK

AGBarr
BUILDING GREAT BRANDS

A. G. Barr transforms its artwork management processes with 4Pack

Case Study



4 PACK

4-pack.com

They also requested further LinkedIn assets including a 6-slide carousel to help them promote it further.

Carma

We love having clients that do good in the world – and this one does.

This case study told the story of Carma's corporate tree-planting day with GoCardless in support of their ESG aims and employee engagement.

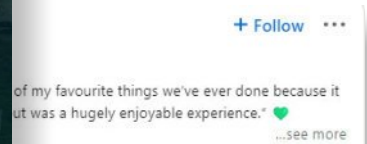
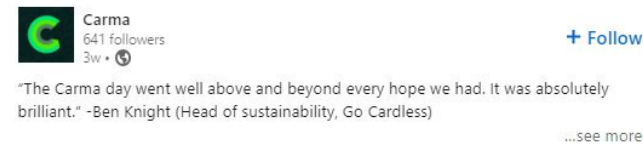
This client took full advantage on social media, and gained lots of clicks to its website as a result.

“

I'm blown away – this is amazing!

Jim Holland, CEO

”



Read how GoCardless dug into its sustainability strategy with Carma



carma
Environmental Impact

Case study

5000 trees, 30 portions of fish & chips and 1 sealion – how GoCardless dug deeply into its sustainability strategy with Carma

Client: GoCardless

Payment company GoCardless is committed to change the future and has worked with Carma to plant 5000 native trees as part of engaging employees around sustainability.

GoCardless

GoCardless is a global leader in direct bank payments, enabling more than 75,000 businesses around the world to collect both recurring and one-off payments, without the chasing, stress, or expensive fees.

This growing tech unicorn has made no secret of its belief in the importance of sustainability. Its commitment comes right from the top of the organisation and is centred around a belief that concrete and collaborative action for change is needed.

In 2021 it became a founding member of industry group TechZero and joined Business Ambition for 1.5°C. Ben Knight, Head of Environmental Sustainability, was brought on board in the same year to help bring new momentum. GoCardless published its Sustainability Strategy and Net-Zero Action Plan, and a 'GoCarbonless' mission kicked into high gear. It has since joined numerous Action Days, enabled employees to volunteer for change – and planted more than 5000 trees with Carma.

All these initiatives are complementary, said Ben: "GoCardless is very much a values-driven business, and one of those values is to care deeply. That translates directly into our work on sustainability, but also extends into diversity, inclusion, and employee wellbeing."

5000 native trees
20 employees
10 veterans
1 sealion

carma.earth

Carma - GoCardless Case Study - 2023

carma.earth

Investors are noting the company's proactive stance: "Our investors are asking questions about our ESG programme. Showing tangible actions like the tree planting with Carma are so important."

carma.earth

GoCardless

1 day
1 team
5000 native trees
1 sealion

How GoCardless dug deeply into its sustainability strategy to create the GoCarbonless Woodland in Yorkshire

carma
Doing good, together

"Real success in sustainability is all about employee engagement."

"It was great to see a diverse group of people all getting out into nature for a day, doing something worthwhile."

"Initiatives like tree-planting help engagement because people can suddenly see purpose in their actions."

"Carma's involvement with the Green Task Force works so well."

"The Carma day went well above and beyond every hope we had. It was absolutely brilliant."

"carma.earth"

GoCardless
plants 5000 trees with Carma

carma
Doing good, together

GoCardless
plants 5000 trees with Carma

carma
Doing good, together

GoCardless
plants 5000 trees with **carma**
Doing good, together

THE GOCARBONLESS WOODLAND

GoCardless
Planted with Rewards.Earth and the Green Task Force in November 2022

GoCardless plants 5000 trees with Carma

carma
Doing good, together

Qualzy

Our client at this research platform was so delighted with his first case study that he immediately commissioned a second, then signed up as an ongoing marketing client.

“Using Qualzy helps us to review, analyse and deliver results in a much more timely and cost effective way.”

Debbie Newbould, Flume

Qualzy

Case Study

Flume agency reveals rich, real-time, real-life consumer market research insights with Qualzy.

Qualzy

qualzy.com

“

“There are so many wonderful nuggets to pull from this, we’ll be feasting on this for a long time to come.”

”

Qualzy

Case study

Flume augments & accelerates digital market research and analysis with Qualzy to reveal rich, real-time, real-life consumer insights

Client: Flume

Independent research agency Flume leveraged Qualzy's flexibility to power its digital market research through the pandemic and beyond.

FLUME

Finding fresh ways understand the lives and behaviour of buyers and users is a priority in modern consumer marketing. Many major grocery, food and beverage brands turn to independent research agency Flume for this. It uses an array of qualitative and quantitative research methodologies to help them connect with customers.

Flume has used the Qualzy digital research platform since April 2017. However, the agency's adoption of online research surged in 2019. The pandemic drove the need to create new ways to connect remotely as opportunities for face-to-face research faded. As it shaped innovative new research offerings, its use of the Qualzy platform grew rapidly.

Managing Director, Debbie Newbould explained, *“We experimented with many digital research platforms over the years. Previously we used these more for ‘homework’ tasks – such as to understand what consumers had in their cupboards, before meeting them in a focus group. We realised that Qualzy could deliver us broader capabilities.”*

Revealing rich stories behind real lives

Flume's philosophy rests upon making brands easier to think of, buy, and use. It excels at helping capture deep insights into what buyers are feeling and thinking.

“
We experimented with many digital research platforms... we realised that Qualzy could deliver us broader capabilities.
”

Debbie Newbould
Managing Director, Flume

Esemdee

Esemdee is a growing social media platform and repeat client. It needed to show its success in supporting its biggest client yet, a global franchise.

We provided our business package including PDF artwork, blog and hero quotes, and designed an email banner instead of social images – which they could easily create for themselves!

In just nine years, Logiscool has grown from an after-school coding school in Hungary to a rapidly expanding global franchise business. It now delivers a range of digital literacy courses from coding to AI and video to children from the age of six across more than 30 countries.

Melinda Dóci joined Logiscool as head of marketing two years ago. She knew that social media could give marketing advantage and help differentiate the brand from competitors.

esemdee Case study

logiscool

Global coding and digital literacy education franchise. Logiscool knew social media could be a driver of local and global success. They were looking for opportunities to orchestrate and incentivise action across their network. A chance meeting with the developers of the Esemdee social media platform gave them the tool to do that.

Logiscool multiplies social brand visibility and share of voice across 25 countries with Esemdee

It turned to Esemdee to deliver:

- An integrated global platform for partners
- Consistent brand content and templates
- Complete visibility of social media action
- Analytics and insights into social results
- Opportunities for continuous improvement

220 users | 1195 templates | 36402 branded posts



Esemdee - Logiscool Case Study - 2023

esemdee.com

Learn how Logiscool used Esemdee to multiply social brand visibility and share of voice across 25 countries.



Empactis

This software client of almost five years has a growing body of evidence within the NHS. We have used case studies to show other NHS Trusts how Empactis customers are managing the challenges of NHS staff health.

As their agency we were in a position to maximise these: creating a promotional blog and several rounds of social posts that keep driving traffic. These remain some of their highest traffic pages.

We created an infographic and award entry around this case study, helping Empactis be shortlisted for a major industry award.

CASE STUDY

Manchester University NHS Foundation Trust

Welcome to

Manchester University NHS Foundation Trust

EMPACTIS ENABLES MANCHESTER UNIVERSITY NHS FOUNDATION TRUST TO MEET THE WORKFORCE CHALLENGES OF COVID-19

25000
STAFF

10
HOSPITALS

"The Empactis platform has been vital and integral to our continuing response to COVID-19 and the workforce challenges it has brought with it."

Claire Macconnell
Group Director of HR

MEETING COVID-19 CHALLENGES AT SCALE

Manchester University NHS Foundation Trust (MFT) is one of the largest acute trusts in England. It employs more than 25,000 staff across ten hospitals and community services in the North West.

When COVID-19 absences began to surge, keeping an accurate view of staff absences across a large and highly complex organisation would have been extremely hard, time consuming and definitely not 'real time'. However, because MFT had rolled out Empactis Absence Manager across the organisation, it was able to deal with the challenge effectively, by utilising real time data.

"The Empactis platform has been vital and integral to our continuing response to COVID-19 and the workforce challenges it has brought with it" said Claire Macconnell, Group Director of HR.

Empactis enables MFT to meet rising tide of NHS Covid-19 absence reporting, testing and risk assessments at scale – a testimonial

Posted on 16th July 2020 by Empactis



How we worked with MFT to support their management of Covid-19 absence, testing and risk assessments

Manchester University NHS Foundation Trust (MFT) is one of the largest acute trusts in England. It employs more than 25,000 staff across ten hospitals and community services in the North West, with the NHS Nightingale Hospital North West also falling under its aegis.

The sheer scale of the Covid-19 absence challenge in a Trust this size seems daunting. Yet because MFT had already rolled out Empactis Absence Manager across the organisation, it could deal better with the rising tide of demand on several fronts, from easier SitRep reporting to NHSE/I to engaging with its healthcare workforce.



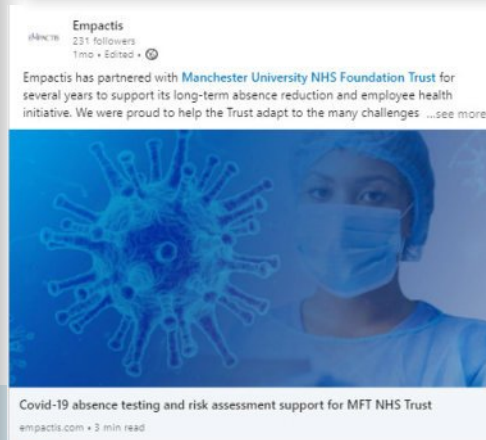
Click here for the full story

"During Covid-19 Absence Manager underpinned our internal and central SitRep reporting... it would have been **hugely resource intensive** at a time when our resources were at their most stretched."



empactis.com

"Empactis' ability to support employee testing and recording in real-time is vital, as there is only a **short window of time** in which to arrange testing"



Covid-19 absence testing and risk assessment support for MFT NHS Trust
empactis.com • 3 min read



empactis.com

"The Empactis tool has supported senior team decision making... to enable a **really proactive response** to the pandemic."



empactis.com



1331 Events

A cluster of case studies for 1331 Events showcased its unparalleled eye for detail. They formed the basis of two conference industry award entries. It was shortlisted in both categories, and went on to win in one of these.

“

Our case studies were old, a bit bog-standard and really didn't reflect where we currently are ... By interviewing our clients it showcases the tangible benefits of working with us from their perspective. The case studies have already helped us to secure two awards nominations.

Amy Calvert, Director ”



Clearwater International ups its game to engage employees at its Ibiza team event

Corporate finance firm Clearwater International advises clients around the globe about mergers and acquisitions. It is growing rapidly, expanding by 25% since 2019.



Its annual team event is always an important date in the calendar. In 2021 it was even more important.

After more than a year of COVID-enforced restriction of face-to-face meetings, many of the team had only ever met each other in digital spaces. The first part of the brief was that the event was to say 'thank you' and make sure the staff had an amazing time. The second priority was to ensure that the business achieved its objectives of engaging and motivating their international team.



TEAM-BUILDING EVENT OF THE YEAR



Clearwater International Team Event 2021

1331 Events

Client: Clearwater International

"Thank you for organising such a fantastic event. I know how much preparation it takes for these trips to run smoothly but you absolutely smashed it. It was so much fun throughout and I don't think it could have been any better" "Our crew reckon it was the best Clearwater trip yet and am inclined to agree" When 1331 Events took th...

[Read More](#)

Streamlion

For founders, finding the startup funds they need unleashes their dreams. We interviewed three who had been helped by financial expert Helen Steel at Streamlion Consulting.



Helen Steel • 1st
Securing start-up funding for new business founders and scale...
1mo • 🌐

Sometimes, helping entrepreneurs find the funding they need is about realising long-held dreams.

...

STREAMLION CONSULTING

CASE STUDY

How helping one entrepreneur fund his software dream is now helping a wider community to seek theirs

Client Case Study - funding a software dream - Streamlion Consulting
streamlionconsulting.com • 4 min read



STREAMLION CONSULTING

CASE STUDY

Streamlion helps female entrepreneur secure successive loan funding for her rapidly expanding portfolio

CLIENT: Hafsaah Jamil

Entrepreneur Hafsaah Jamil had a clear business vision but found the demands of bank loan applications for funding a challenge. Helen Steel from Streamlion Consulting provided the ongoing financial advice, guidance, and practical support enabling her to secure the funding she needed to expand her portfolio.

Securing funding for an entrepreneurial business is often more complex than people expect.

When Hafsaah Jamil set out to invest in a workwear embroidery business opportunity in October 2018 her first stop was her high street bank.

Hafsaah was an experienced business owner, but she found she wasn't fully prepared with all the information she would need to apply for an Enterprise Finance Guarantee (EFG) Loan. She explained "I already owned *Jane Tailoring*, which consists of two local tailoring businesses I purchased about five years ago. When I asked my bank about funding my next purchase, they referred me to Helen. I needed a quality business plan and financial forecast to make an EFG loan application through NatWest."

Helen provided both plan and forecast, but also conducted an Operational Due Diligence report on the workwear company. Hafsaah decided not to proceed with the purchase as a result.

Streamlion - Hafsaah Jamil Case Study - 2022

When I asked my bank about funding my next purchase, they referred to Helen



One good idea plus great finance advice helps Mum of five secure Start Up funding and become a businesswoman

CLIENT: Mind + Bodee

Nazia Begum needed funding to build a business but found working with high street banks a challenge. A referral to Helen Steel at Streamlion Consulting helped set her on a fresh path.



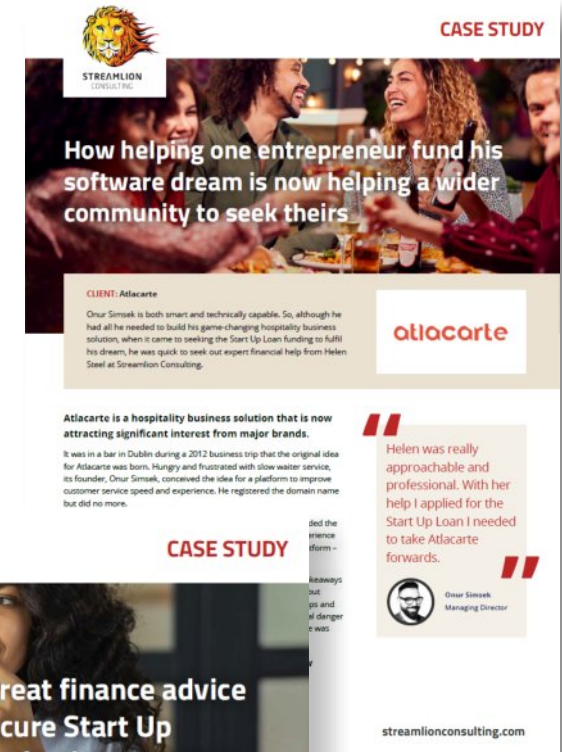
Nazia Begum never imagined she could have a business of her own. When she dared to dream of turning her beauty therapy knowledge into a makeup sales business, she started on a journey that was less smooth than she first imagined.

She recalled: "I decided I wanted a business at the age of 40, because I thought it was now or never. I naively thought that I would be able to start the business off with my own savings."

Very soon, Nazia realised she wasn't fully prepared for all the potential costs of starting a business. She had chosen a product brand to distribute but explained: "As I started to do my research and get samples, I realised I would need a cash injection to get it started. I would need to buy 1000-2000 units up front to get them at a reasonable price - this was more than I had planned for."

Her first step was her high street bank. She not only faced the issue of having no previous business history but realised that the language of finance and the detailed business information requests would be a challenge. She briefly considered a personal loan - but realised that these carried interest rates that would be far too expensive.

As I started to do my research and get samples, I realised I would need a cash injection to get it started.



STREAMLION CONSULTING

CASE STUDY

How helping one entrepreneur fund his software dream is now helping a wider community to seek theirs

CLIENT: Atacarte

Onur Simek is both smart and technically capable. So, although he had all he needed to build his game-changing hospitality business solution, when it came to seeking the Start Up Loan funding to fulfil his dream, he was quick to seek out expert financial help from Helen Steel at Streamlion Consulting.

Atacarte is a hospitality business solution that is now attracting significant interest from major brands.

It was in a bar in Dublin during a 2012 business trip that the original idea for Atacarte was born. Hungry and frustrated with slow water service, its founder, Onur Simek, conceived the idea for a platform to improve customer service speed and experience. He registered the domain name but did no more.

Helen was really approachable and professional. With her help I applied for the Start Up Loan I needed to take Atacarte forwards.

Onur Simek
Managing Director

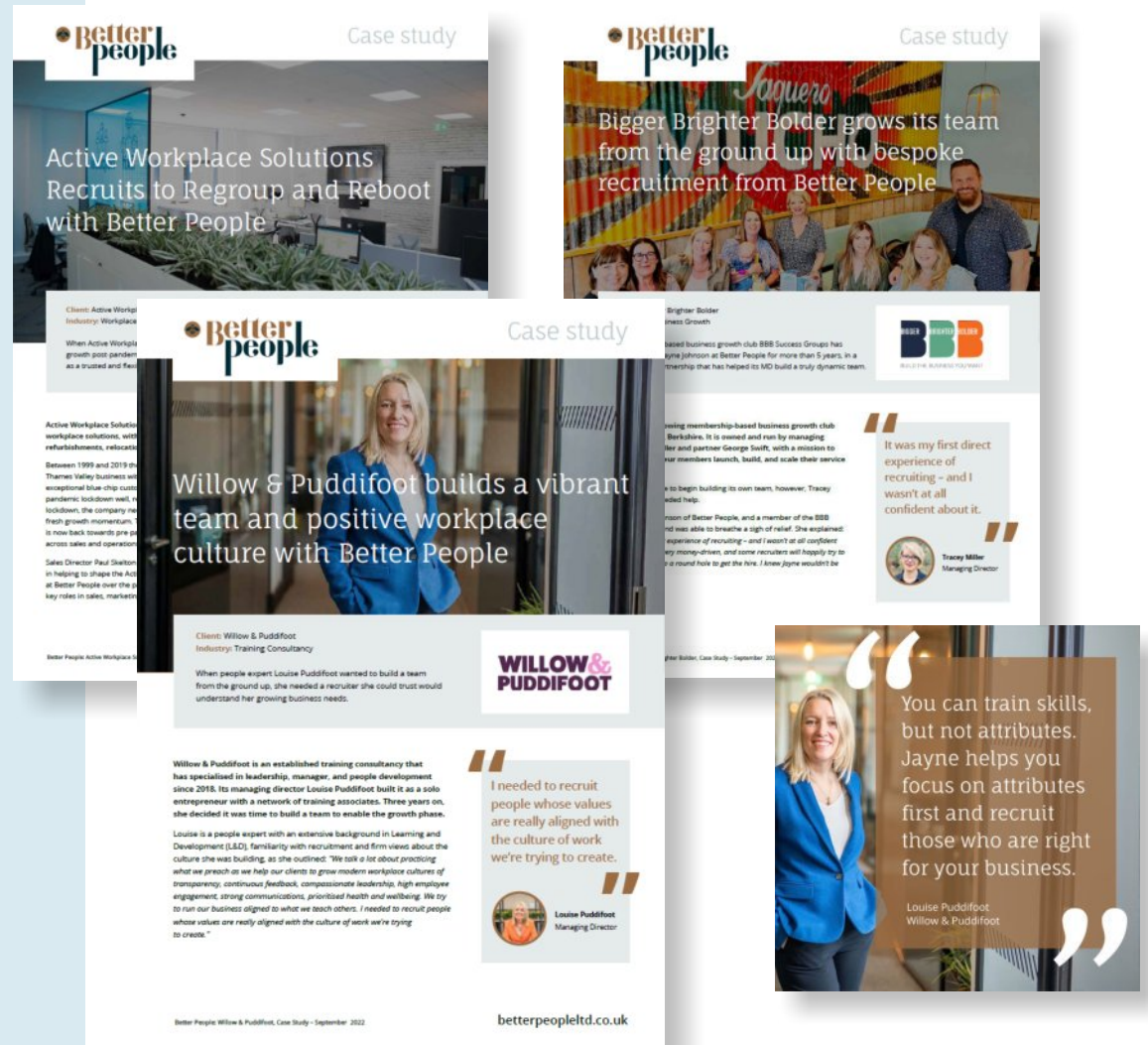
streamlionconsulting.com

Better People

Embarking on case studies was a departure for recruitment expert Jayne Johnson. We interviewed three delighted customers who left readers in no doubt about the distinct value of her services.



“
Case Study Studio has done a great job with my clients and managed to tease out the most brilliant comments and feedback about their experience working with me and Better People Ltd on their recruitment. It is an incredible process and one I highly recommend.
”
Jayne Johnson, MD



Book a chat to explore how you can
unlock the sales and marketing value of
your customer relationships

BOOK NOW

Or just call our Case Study Studio direct

020 8050 4346