

### CHALLENGES :

OSPREY LONDON, the English luxury leather company, needed a technology partner that could not only offer national support and a security system as it opened a series of stores across the UK, but which could also provide it with an IT system to support their creative and logistics teams in Head Office.

### SOLUTION :

Twin came up with a nationally supported, inclusive system and solved their security camera problems.

### BENEFITS :

OSPREY LONDON received the personal and professional service they wanted, but also one that was able to support them nationally and grow alongside them. Twin were able to communicate with them in a language they, as a creative company, were comfortable with, so they felt they were understood and their needs could be met.

## JARGON-BUSTING STAFF GO THE EXTRA MILE FOR THIS EXPANDING CREATIVE BUSINESS

Celebrating their 30th anniversary in 2010, OSPREY LONDON is now one of the UK's leading luxury leather brands. Graeme Ellisdon's vintage-inspired leather belts, bags and accessories for both men and women can be found at leading department stores such as John Lewis, House of Fraser and Fenwicks as well as many independent boutiques and own their own rapidly developing retail website [ospreylondon.com](http://ospreylondon.com).

In the last two years OSPREY LONDON has set about greatly expanding not only its product offer but also its own retail presence to a total of seven stores. "IT allows us to manage our product and stock control efficiently," explains Alex Ellisdon, company director, "but as a dynamic and tightly knit team at Head Office, it simply wasn't appropriate to recruit our own IT support staff. We knew we needed to find the right company to manage it for us."

OSPREY LONDON then set about looking for a company that could provide a personal service but with the strengths and capabilities of a larger organisation. When a third party company recommended Twin Systems, OSPREY LONDON quickly realised they had found the perfect partner, as Alex Ellisdon agrees: "Larger companies don't talk to you at a grassroots level, but smaller companies are more likely to be one-man-bands, who can't meet our needs nationally. Twin Systems are a great size for us. They fitted what we were looking for, and have assisted us in our development programming. They were a local company, but one that could support us nationally."

One of the immediate benefits of working with Twin Systems is their jargon-free style of communication. Alex Ellisdon comments: "All too often, IT companies use jargon which alienates or baffles the client and slows down the solution-finding process. Twin Systems staff understand our issues and what needs to be done to resolve them. Simply put, they speak our language!"

## OSPREY LONDON

was founded in 1980 by Graeme Ellisdon, and the brand quickly became all the rage with both rock and real royalty.

Foreseeing that fashion's focus was sure to move away from the waist, Graeme used his love of leather and traditional skills to create the first of many gorgeous, vintage-inspired bags and accessories, earning

## OSPREY LONDON

its worldwide reputation for high class English luxury leather with a twist.

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# OSPREY LONDON

OSPREY LONDON first asked Twin Systems to provide IT for their Head Office back in January 2009. However, impressed by their professionalism and reliability, it was not long before they asked Twin Systems to kit out their seven UK stores with an IT system that could function and be supported seven days a week. "Twin are able to support us nationally as our business expands. They are able to troubleshoot for us whenever problems occur, and sort them quickly and easily.

"Twin Systems is able to offer a fully inclusive service. For OSPREY LONDON that means a network, systems, cameras and tills in stores, round-the-clock support and the development of a new server that will help all employees working remotely."

OSPREY LONDON believes that the key to the success of their relationship with Twin Systems is due to the professionalism of the Twin Systems' team and more importantly to the way in which Twin Systems has become a fully integrated member of the OSPREY LONDON team. "It is a pleasure to work with Twin Systems as they always go the extra mile and pitch in. Our project manager gets involved in things which aren't technically part of his brief but he acts as part of the team to help us achieve our goals," says Alex Ellisdon.

Twin Systems was also able to work seamlessly with the third party suppliers of a stock management software system in which OSPREY LONDON had invested heavily. "It was essential for the smooth running of our stock position that Twin Systems could look at our business as a whole. By working with this system and offering us the support we need, they have future-proofed that investment and continue to play a fundamental role in the growth of OSPREY LONDON."

Reliability is the key strength of Twin Systems, believes Alex Ellisdon.

What Twin Systems offers OSPREY LONDON isn't a standard IT package but a personal, reliable service that is able to grow alongside the success of the company.

Alex Ellisdon comments finally: "We enjoy a continuity of service and regular contact with Twin Systems staff. Our working relationship is not only highly professional, it's warm and personal too. We have no hesitation in recommending Twin Systems: they continue to be the ideal IT partner for OSPREY LONDON. In short, they really are part of our team."

We have a vision that one day our clients will never call or e-mail us for problems with their technology.

A vision based on our belief that we can help you finally deliver on the promise of your technology.

Our service is proactive to the extreme. We manage all your third party vendors and sit with you in project meetings as your trusted advisor.

We benchmark, configure and adjust your technology infrastructure to achieve optimal performance.

Together we review your budget and we treat it as our own.

We speak commercially with technology as our language.

Call us to discover how our vision can work for you...

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