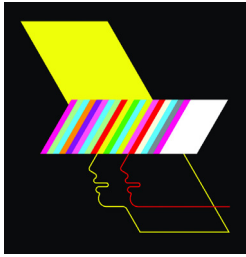


> Think4 case study: **The Warehouse Project**



>**The background:** The Warehouse Project injected new energy into Manchester's music scene in October 2006. In their initial burst of activity The Warehouse Project staged 30 events over a three month run that together attracted more than 100,000 people. The music policy remains eclectic. One night the venue, an old air raid shelter below Piccadilly railway station, may throb to the latest dance music style, the next it will be bouncing to indie stars. The likes of DJ Sacha, Groove Armada and Happy Mondays have all performed there. Now in its fourth year, The Warehouse Project is set to return later this year.

The need for IT:

“The whole idea of the Warehouse Project was to bring something fresh and exciting to the Manchester scene. We are not a club and we only operate between September and New Year's Day but that said we still have to communicate our marketing activity to people. Our IT is crucial to that part of the operation,” says Director Sacha Lord.



“This industry is all about promotion and

that used to mean flyers and posters but now it's far more reliant on having a good e-marketing campaign. We send out e-flyers to the people on our database and a huge percentage of ticket sales come directly via those.

“For example, last summer we announced online that the Chemical Brothers would be performing at an event and 6 hours later all the tickets had been sold. No phone calls, no flyers.”

The need for Think4

Think 4 have been the Warehouse Project's IT suppliers ever since they opened its Castlefield offices three years ago. Think4 supply and maintain all the company's IT equipment ensuring that they have a robust system with regular online back ups of all that crucial data



“If we ever have any issues Think 4 can be relied upon to come up with a timely solution. They certainly understand our business - indeed one of their engineers has doubled up as a door man!” says Kirsty Smith. “Understanding our needs is important. They know that in the weeks of our events there is a certain urgency because of the deadlines that we face - if we ever need their support then they are very responsive.”

>**About Think4**

Think4 is in tune with businesses and organisations throughout the UK. It holds accreditations with many of the worlds leading IT firms such as: IBM, HP, Lenovo, NEC, Cisco, Microsoft, Sophos, Ericom, Igel and many more. It also offer free IT Health Checks to business with between 3 - 100 desktop computers.

For more info on how they can keep your business in the groove contact Think4 IT Solutions Ltd on 01706 693 700 or e-mail: info@think4itsolutions.com