

ADVERTISING CASE STUDY



Seamless office move with complete security peace of mind

COUSIN MEDIA GROUP

Cousin Media Group are media planning and buying experts that specialise in the entertainment industry.

Advertising

Highbury, Islington

cousinmg.com

THE CHALLENGE

Founding a fledgling business in the midst of a global pandemic, Cousin Media Group were experiencing a period of rapid growth from a core of 3 founding members to 10 in the space of three short years.

At the start of 2023, it was clear that hybrid working would be their ideal workplace strategy, with the team 3 days remote working and 2 in the office. This gave them the perfect mix between creative collaboration and focused account management time.

With previous experience of working with CJAZ at other companies, Matt Fuller, Cousin Media Group Partner, immediately called on them again to take his rapidly expanding business to the next level.



THE PROJECT

There were two main IT priorities for Cousin Media Group, firstly, maximising productivity and secondly, a Zero Trust security policy.

As an MSP with over 25 years experience CJAZ took care of everything, "CJAZ really elevated our security to the next level, now it's never, even a concern and that goes across all of devices." says Matt.

THE RESULT

CJAZ immediately stepped in to help relocate the Cousin team quickly and seamlessly to bigger, brighter premises. Running through his relocation checklist, Nick Zimaras CJAZ Director, firstly wanted to ensure that the premises were fit for purpose for their IT requirements.

From assessing server requirements, running security checks, network accessibility and options, liaising with third party software providers, desk installations, there are about 50 checks that need to be made.

Left in the hands of the experts, in Matt's words, "The whole team moved in, on time, everything was set up - it was literally plug-and-play!"

Boost growth
Cost efficient software
Business continuity
Lean processes
Leverage tech
Maximise output
Peace of mind
Total Security

"I have worked with CJAZ for over 10 years and simply would not entertain working with anyone else. The knowledge, the team, the expertise, unparalleled levels of service. Put it simply, they are the BEST..."



They moved the whole team in, on time, everything was set up - it was literally plug-and-play!"

Cousin Media Group - Partner - Matt Fuller



Thinking of switching?

**Let's talk. Please call 020 3950 0360
or email info@cjaz.co.uk today!**