

PEPPERIO CASE STUDY

Purestone



“The thing about Pepperio is that the whole proposition is so straight forward ... simplicity is king and that’s perfect for us and our customers.”

*- James Smee,
Director of Operations, Purestone*



pepperio
MEDIASURFACE

Vibrant Design

Purestone is a young, dynamic and vibrant digital design agency whose main activity is centered on the web. Formed in 2002 out of a more traditional design organization, they essentially concentrate on three key areas: website development, e-marketing, and their partnership with SAGE.

Alongside recent web trends, especially in the SME sector, Purestone has been reviewing their business strategy to ensure they continue the growth seen in the past 24 months and to keep ahead of new customer requirements.

Director James Smee explains "We continually have to seek new ways of gaining competitive advantage over other players in the market. Digital design can be a volatile marketplace, and we need to be able to offer our clients the most current and forward thinking solutions. People are becoming more and more aware of the benefits of content management and we have been at the forefront of developments in this area for some time now. Pepperio allows us to maintain this forward movement, whilst offering our clients leading edge software."

New Product

Initially attracted to Mediasurface from an interest in reselling the enterprise level system Morello, Purestone soon realized that Pepperio was a more appropriate model as it neatly slots into their own portfolio and supports their future business strategy of targeting smaller businesses. Backed by the reassurance and stability offered by Mediasurface, the world's fastest growing content management provider, Purestone has been a partner of Pepperio since its launch and this adds to the confidence they have, not only in the current technology but also with regard to the future sustainability of the product. "Having Pepperio backed by a public company with the resources and international coverage of Mediasurface provides extra reassurance of the longevity and sustainability of the development of the product." said Smee.

With Pepperio, Purestone is now able to offer their customers a secure and stable solution which allows end-users to manage their own website, thereby helping ensure that the content is always current.

New Clients

Pepperio has been key in helping Purestone generate new business for their website design and build services. Around half of the new Pepperio – based website projects are a result of Purestone now being able to offer a new added-value solution in the form of an affordable content management system to their existing client base. Pepperio has also helped Purestone win new-named clients for its website design services as they are now able to propose a solution that enables the end-user to update their own website – something that is becoming increasingly important in competitive tenders. Smee explains "Purestone and Mediasurface have worked on a number of joint marketing initiatives including seminars and co-branded exhibitions to help generate website opportunities. The flexibility and competitive price-point of Pepperio has then helped us close the business."

Income Streams

But the story doesn't end there. Previously, for Purestone to deliver any type of content management facility to their clients, they would have had to spend time and resource on developing bespoke systems or turn to significantly more expensive technologies – both of which had a cost implication for the customer. Now, with Pepperio proving to be a lot less hassle and more cost effective, Purestone are able to concentrate on the value-added website design and build in the knowledge that Pepperio will be taking care of the technology, hosting and software upgrades.

In addition, Pepperio's monthly rental model offers a regular income stream to Purestone since the monthly fee is split 50/50 with Mediasurface.

Purestone has a very definite plan... to be able to provide the best services to their clients and to grow their customer base whilst staying at the cutting edge of digital design. With Pepperio's model offering a fully hosted service delivered through a monthly payment plan, Purestone are able to progress with their growth plan knowing that not only will Pepperio be with them as they grow, but also that the new business and monthly revenues that it generates will help give them financial stability.

Smee concludes "Pepperio not only fits perfectly with our business plans, we also like the fact that it is such a simple model... a hosted system which provides us with regular, additional income. Not only that, it is so reassuring that it has the backing of a major player in the content management space. We have been with Pepperio from the start and have seen all aspects of its growth and we are very excited for what lies ahead."