

# Ten2Two. Part-time professionals. Experienced. Affordable. Expert.

We help businesses find talented part-time professionals to cost-effectively grow and improve their business.



## Ten2Two Case Study: Awesome Websites and Awesome People

### Awesomeness

‘We build awesome websites for awesome people’ – a unique strapline for a business that has been doing just that and steadily growing over the last few years. Matt Purser launched Edgeward in 2007, and with clients such as Ancestry, The Army and Lexus to name but a few he has steadily built up a roster of talented freelance technical and online marketing professionals, many of whom he’d worked with before in the banking industry. Flexible access to technology planners, project managers, programmers and designers allows Matt to build industrial-grade websites without the overhead of a permanent staff.

### Business Management

Matt turned to Ten2Two when he realised that the operational demands of new and existing clients took his focus away from some of the business management that has to be done, no matter how busy you are.

“John, I need someone to assist me – in fact I need someone who can tell me what to do!” was the gist of the call from Matt. Wanting to stay focused on his clients, Matt needed someone who could help him organise the business, keep an eye on the finances and ensure he was fulfilling his responsibilities as a company Director. What’s more, he only needed the person for a few hours a week to kick off with, but with no idea how that might grow.

We found Katja. She had been a PA for a senior figure in the City and there wasn’t a task or challenge that would throw her. Within a short period of time, they only needed a short discussion at the beginning of every week for Katja to handle the business administration. Now she’s involved in every aspect of the company, complementing Matt’s awesome web team.

### Business Development

Matt’s next challenge was to get some help taking their skills to new clients and reminding the many clients they’d already worked with that they could do a whole lot more for them. Bring on Jen. Once again, Edgeward needed to manage costs by starting carefully but Matt couldn’t resist bringing in an experienced sales and business development specialist to really get the pipeline moving. In the last six months she’s put Edgeward firmly on the map, re-engaging with their happy clients and signing up new business.



### Awesome People

“In both cases my brief to the guys at Ten2Two was a just short telephone call. I expected them to quickly know my business, understand what I needed and to respond to my requirement for 100% flexibility. For me they delivered in every area and I now have a management team growing my business made up of talented people I didn’t know we could attract or even afford. When John asked me for some feedback on Katja I just said “Are you kidding? Have you seen her CV? I can’t believe my luck!” I hoped that was enough.

It was enough and clients like Edgeward are sometimes the most rewarding when you see the impact part-time professionals can have on their business.

Edgeward build Awesome websites. You can find them at [www.edgeward.co.uk](http://www.edgeward.co.uk)