



## Small, but perfectly formed!

### Did you know that:

- There are 4.5 million small businesses in the UK.
- Small businesses make up 99.4 per cent of all businesses in London.
- London has 748,000 enterprises - more than any other region.
- SMEs account for 99 per cent of all enterprise in the UK, 58.8 per cent of private sector employment and 48.8 per cent of private sector turnover.
- The South East has the second largest number of enterprises with 745,000. Combined with London, a third of all businesses are based in the S.E.

*(Figures obtained from the Department for Business Innovation and Skills - updated November 2011)*

SME companies exist in business because they want to be there. Their success depends upon the performance of the company as a whole. Invariably, each employee will have specialist knowledge in one or more subjects or system types and when combined as a team, can offer the customer a truly professional and dedicated solution, with a committed high standard of Customer Care.

## **PARTNERSHIP – THE HOLISTIC OPTION**

### **Introduction**

There are not many security companies around that truly have the capability to offer the Customer a complete security solution, i.e. a “One-Stop-Shop”, to coin a phrase. With Legislation, Standards and Technology marching ahead, it is very difficult to be up-to-date with everything. In fact, many security companies end up being – to coin another old phrase – “Jack of all trades yet Masters of None”.

### **What’s wrong with the large, corporate approach?**

Those security companies that are large enough to be able to employ specialists in every field generally end up being an impersonal, corporate body that has to make the figures balance by quantity of sales. This leaves precious little time for the after sales “Customer Care” that is so very important. Difficulty in getting an engineer that knows the site; inflexible administration; delays in response

etc. The end result being, in general, unhappy Customers.

### **Partnerships**

When the requirements of the customer extend beyond the dedicated knowledge base of one SME, it makes sense to combine forces with another SME to provide the total solution for the customer. The driving force of all SME’s is to have “happy customers” and this philosophy doesn’t change when there is a Partnership providing the solution.

### **Securicall in Partnership**

Securicall are an active member of the FSB (Federation of Small Businesses) and have strategic partnerships in place to provide customers with a Total Security Solution coupled with comprehensive Customer Support plans.

