



CMFG Marketing



HG Technology's knowledge and experience enabled us to seamlessly migrate to Office 365 which transformed our security and the way we are able to collaborate with our partners and clients.



Bob Brenchley, Director
CMFG Marketing

CMFG is a specialist marketing agency, who provide business-to-business marketing advice to companies of all sizes. They work with the internal sales, product & marketing teams to allow clients to integrate their marketing activity with their overall business development objectives.

CMFG are the marketing agency partner for HG Technology, so when they needed to change their document management process, CMFG approached HG Technology to assist them. As in many companies, CMFG's previous business protocol was to save documents locally and email them to internal members of staff as and when needed. This was a process fraught with difficulties in sharing content and working collaboratively, so needed updating.

HG Technology undertook an Office 365 migration for CMFG- implementing Microsoft SharePoint, Teams and Skype for Business. As well as improving the functionality & security of their document management system, this unlocked the potential of working in a co-operative way with both internal staff and external partners - something which is integral to CMFG's business model.

The next step will be to look at how artificial intelligence and automated workflow can be used to speed up projects and improve time efficiency.