

HG TECHNOLOGY



1. The Challenge

CMFG Marketing, a specialist B2B marketing agency, faced challenges with their document management process. Documents were saved locally and shared via email, making collaboration with internal teams and external partners inefficient. This outdated process hindered productivity and secure content sharing, key elements for CMFG's business model.

2. The Approach

CMFG turned to their partner, HG Technology, to modernise their document management system. HG Technology migrated CMFG to Office 365, implementing Microsoft SharePoint, Teams, and Skype for Business. This transition enhanced security, streamlined functionality, and unlocked opportunities for seamless collaboration between internal staff and external partners. The improved platform aligned with CMFG's objectives and positioned the agency for further efficiency enhancements.

4. The Feedback

"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

3. The Outcome

The new system transformed how CMFG manages and shares documents, providing a secure, functional, and collaborative platform. This enabled more effective teamwork and strengthened relationships with partners and clients. The next step will explore artificial intelligence and automated workflows to further optimise project timelines and efficiency.