

## FOR IMMEDIATE RELEASE

### CHANGES TO BUYER BEHAVIOUR BOOSTS IT SOLUTIONS OPPORTUNITIES

Capital Support Ltd prepare for the launch of a rebranding effort as the IT Solutions market demonstrates signs of change.

Increased numbers of new business enquiries would suggest markets are showing signs of movement. Whether this is indicative of a recession recovery is debatable, but what it has shown is that buying behaviour in the IT Solutions market has changed as a result of the so called credit crunch.

Increasingly businesses are looking to cut costs and outsourcing IT services can prove to be a cost effective option. Capital Support Director, Nigel Brooks states:

*"Traditionally the IT Solutions industry is one of the first to suffer when the economy faces a downturn, however the last six months have demonstrated a significant change in that trend – enterprise is looking more and more to use outsourced solution providers to cut costs, increase efficiencies and generally utilise technology to drive better business performance"*

Clients are showing more interest in virtual and cloud technologies that will allow them to do more for less and simply don't have that expertise in house. Utilising an IT Solutions Provider allows small to medium enterprise access to expertise and technology traditionally only found in large enterprise, and forward thinking businesses are leveraging this to come out of the recession leaner, meaner and raring to go.

### ABOUT CAPITAL SUPPORT

Capital Support Ltd is a leading IT Solutions Provider based in London. Formed in 2002 the company has demonstrated impressive growth year on year, culminating in achieving a top 40 position in the Sunday Times Tech Track Top 100 (Fastest Growing Technology Company) in 2008.

The Capital Support ethos is 'Smart Solutions', delivered using 'Smart Technologies', managed by 'Smart People' so that clients experience consistently superior customer service, whatever their IT requirements.

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