



# HARNESSING IT

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## INTERVIEWS

Henry Braithwaite  
DIRECTOR

**LEAD** FORENSICS

**Taylor Made**  
COMPUTER SOLUTIONS

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## INTERVIEWS



In a series of interviews with Taylor Made Computer Solutions, directors reveal what they perceive to be the issues if IT is to deliver key objectives.

**The interviews will be brought together as a report to be published by DECISION magazine and then as a digital book.**

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**FOR THE CO-FOUNDER of a company at the cutting edge of business-to-business marketing, Henry Braithwaite is remarkably un-starry-eyed about marketing automation technology.**

Braithwaite is a director of Lead Forensics, creators of software which accelerates lead generation. He was also the co-founder of MarketMakers, the lead generating business which was sold to Centaur Media earlier in 2017.

He says business will use two sorts of IT: “There’s the technology that supports operations and there’s the technology that is used for delivering service to the clients.”

The latter is undergoing “a revolution,” enabling the entire customer journey to be automated. Braithwaite namechecks the products, such as Eloqua, Marketo and HubSpot – all, he says, “multibillion dollar sensations that major firms are adopting.”

Yet he doesn’t believe automation is the answer just because it’s now available. “When marketing automation came out, many people thought ‘we can just this on and it will take care of itself’, but you still need traditional channels such as telemarketing, which is performing as well now as it was before automation, in order to leverage its true potential.”

While IT was once hailed for being able to free companies from repetitive tasks, saving time and money, Braithwaite says that a consequence can be that a company needs more staff to analyse the resulting data.

No company can operate effectively without a customer relationship management (CRM) system, Braithwaite says, “although it’s very rare to meet one which has implemented a big CRM and it’s done everything that it should do.”

But he points out that in the pre-digital era, “companies would spend on marketing and wouldn’t be able to track the impact of that money. Now it can be tracked, but that increasing complexity means you have to do a lot more work if you are to extract the value.”

As MarketMakers was focused on tracking data and generating the right kind of leads for companies, it is no surprise that they have developed software of their own to help in this goal.

A sister company grew out of their desire to identify who had visited their website. Lead Forensics was

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## INTERVIEWS



the solution they developed: software that reveals the identity of visitors to a company's website, and provides their contact data. It proved so useful that it is now a stand-alone business, enabling a company to turn anonymous clicks into real sales leads."

Braithwaite is sceptical about the value of social media for business to business marketing, seeing it as primarily useful for consumer-facing businesses. An exception, he says, is LinkedIn, which can be used to generate a large number of leads and has useful built-in packages, such as Sales Navigator, a tool with a sophisticated algorithm to give tailored lead recommendations.

According to Braithwaite, there's a technological bug-bear which needs to be addressed. "I'm sure it isn't unique to our sector, but the one thing that isn't quite there yet is the integration of all the different software.

"There are companies which have siloed pools of data – sales, marketing, finance, web analytics, customer service for example – and while there's been great software coming up in all of those separate areas, it's still more complicated than it

should be to integrate it all. That lack of integration slows everything down at the moment. There's lots of repetition,; people doing the same thing in different departments. It's getting there, but it's still a few years off."

He compares the slow progress in making IT tools work together with the speed with which phone apps are integrated – citing the example of how easy it is these days to listen to music or watch TV from your phone.

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I N T E R V I E W S



**Established in 1994, Taylor Made Computer Solutions are one of the largest and most highly-ranked IT service and support organisations in the south, currently employing over 110 staff.**

Taylor Made are the first technology company in the region to have gained a third consecutive gold award from Investors in People. Taylor Made are also ISO 9001:2008 certified.

The company has been ranked in the top 10 managed service providers in Europe the Middle East and Africa (EMEA) in a leading annual industry survey from MSPmentor since 2012. Taylor Made are a Microsoft Gold Certified Partner, HP Preferred Partner and a NetApp Silver Partner.

#### **Services include:**

IT support, IT strategy, IT consultancy, hosted telephony, project management, Securo online back-up, hosted solutions, remote management and monitoring, cloud solutions, disaster recovery, remote access, outsource engineering, security, service desk support.

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