

## Case study – Opticians' systems



### Our customers:



Pike's Opticians of Solihull are independent opticians, which has many advantages. They're free to order optical products from a myriad of suppliers, enabling them to constantly update their range of frames and lenses. Most spectacle orders are processed in-house and this ensures that they have direct control over the quality of the finished goods. Most importantly of all, being independent means that they get to know most of their clients personally.



Barnards Green Opticians is an independent practice based in Malvern which was established in 1990. It has gained a strong local reputation for providing friendly, professional service which ensures patients receive expert, personal attention and the highest level of optical care.

### The challenge:

The specialist software used by many opticians was recently upgraded, and now requires Windows 7 or later. Many systems in use at opticians are still running Windows XP, and therefore need to be replaced as a matter of urgency. However, opticians tend to have little free space in their premises, so a compact solution was essential.

### The solution:

With conventional PC's ruled out as too big, 'all-in-one' systems too inflexible & laptops consuming too much desk space, our solution was ultra-small PCs that could be located in the most convenient location. These were combined with conventional LED displays matched to the program's resolution requirements (and which could be wall-mounted where required) with wireless mice & keyboards.

### The benefits.

The result was a powerful, inconspicuous and neat solution that fully met the requirements of the new software, released considerable amounts of desk space, and provided for future expansion.

**Quote from Joan Royds (BGO):** We were delighted with both the advice received from Adrian and Mark and the speedy and efficient installation of the new system which has totally met the needs of the practice. We would recommend them without reservation.

**Quote from John Pike:** We approached Backofficeit to quote us for new hardware, as we were about to have a new practice management system installed. We found them to be very helpful and willing to understand exactly what our requirements were. One of the main priorities was to have computers which ran as silently as possible and we were intrigued when Backofficeit suggested the tiny "brick" computers. These have proved to be brilliant, both in their quiet operation and small footprint. We would recommend the Backofficeit team to anybody looking for a reliable IT company, who really listen to their clients' needs and meet them at a very reasonable cost.

### Nothing beats experience.

### Our mission:

To use our proven track record of over 25 years of expertise in an ever-changing business environment to provide jargon-free, honest & valuable advice.