



October 2007

“When I call up CodeBlue they know who I am, they ask me how I’m going. We’re not just a number out there.”

GARRY FISSENDEN,
MANAGING DIRECTOR
BLACKBIRD FINANCE

People like us

As an ex IT Manager for ASB Bank, Garry Fissenden knew exactly what he wanted – and didn’t want – in an IT service provider when he set up his new company, Blackbird Finance.

“Size matters - we wanted to deal with a provider who looks and feels like us,” he says.

“We needed a variety of different skill sets - technology procurement, a network, intranet development, document management, ongoing support – but I didn’t want to be a big IT service provider’s smallest customer. At the other end of the spectrum, very small providers just do not have the infrastructure to deliver everything we required. CodeBlue was the perfect size for us – small and personal enough to get things done with a single phone call, big enough to deliver solid infrastructure, professionalism and depth of expertise.

Blackbird Finance was a start-up, so CodeBlue built everything from scratch. The core system uses SQL Small Business Server, and runs Microsoft Office 2007 and Exchange 2007. CodeBlue designed and developed an Intranet - based on SharePoint - that also functions as a document management system.

“I like that CodeBlue runs an open book on procurement. I love my fixed price support – I know exactly what it’s going to cost me each month. And I know that my network, in three years time, will still be up to date. I also know I can ring the Managing Director and he knows who I am,” says Garry Fissenden.



“The trusted advisor system works well – when we decided to move offices it was a 20-minute conversation with my advisor. Done. Easy.”

GARRY FISSENDEN,
MANAGING DIRECTOR
BLACKBIRD FINANCE

Customer profile //

Blackbird Finance

Business profile // Blackbird Finance is a specialist lender to New Zealand business. It partners with suppliers, advisors and brokers to lend solely to New Zealand businesses, specialising in asset lending, asset rental and revolving credit facilities.

Blackbird Finance has raised significant capital from its shareholders and has a large long term committed facility from Fortress Credit Corporation. Fortress Credit Corporation is a subsidiary of Fortress Investments, a publicly listed New York based fund manager with in excess of US\$30 Billion of equity funds under management.

Key IT suppliers // Microsoft, HP.

IT services from CodeBlue

Number of PCs // 15

The business challenge

- // Start-up company needs to create systems from scratch
- // Big company requirements, small company budget

The CodeBlue Solution:

- // SharePoint development for document management
- // Purpose-designed Intranet developed in SharePoint
- // Network runs on SQL Small Business Server
- // Microsoft Office and Exchange 2007
- // Monthly reports on server usage and virus attacks
- // Fixed price support

Return on Investment:

- // Cost effective, custom-designed systems
- // Budgeting certainty
- // Future-proofed network
- // Broad depth of specialist expertise available as needed

