

## Work on the fly

### Office 365 helps Swaffham Gift Emporium help the local craft community

Swaffham Gift Emporium is a small retail gift shop, which gives the local community in Norfolk the opportunity to sell their crafts and wares. Founded by Steve Pugh earlier this year, it provides space for more than 100 craftspeople to rent shelf space and sell their goods from as little as £10 a month.

Run by Steve, with the help of a small team of part-time staff, it gives the local crafting community a chance to take the first steps towards building their own business.

#### Challenge

As the only full-time member of staff, Steve currently manages over 62 local crafters and has to make sure he finds the time to do everything the business needs. Including paying invoices and ordering stock. When Steve does his business admin, he needs to do this as effectively and efficiently as possible, having access to the most up-to-date documents and files on whichever device he is using and wherever he may be.

#### Solution

Microsoft Office 365 from O2 helps Steve run his business effortlessly. It manages everything from emails and finance to artwork and signs. Most of all, it gives him peace of mind knowing the services are always there when he needs them, backed by a clear service level agreement.

“The Swaffham Gift Emporium is the coming together of like-minded people looking for a way to make money from their passions. The nature of the business runs to benefit the crafters and the local community by offering an affordable forum for the talented artisans we have in the area to showcase their creations.”

**Steve Pugh**

Founder, Swaffham Gift Emporium

## Results:

- Steve has access to the most up-to-date Office applications, business-grade email, diary management and document sharing across all of his devices.
- He can work whenever he wants, with the confidence that everything stays up-to-date with the activity that takes place in the shop during the day.
- Steve can now easily reformat and rearrange his financials in Excel and gain new insights about the health of his business with Flash Fill.
- Microsoft Office Excel also means he can perform complex analysis of his business using recommended pivot tables.
- Data and documents synced across all of Steve's devices including his mobile and laptop, which means business admin is a much easier and quicker task, wherever he is.

"The biggest benefit of Microsoft Office 365 from O2 is that it helps me in every aspect of my business; it takes out the everyday hassle of everything. Simple tasks such as sending emails can become tedious and time-consuming if attachments are left off, but with Office 365 this isn't a problem, it won't let me to send the email. And the software helps me manage my money, automatically letting me know how much money I've made and what I have left - it essentially runs my business for me."

### **Steve Pugh**

Founder, Swaffham Gift Emporium

## Product and Services

- Microsoft Office 365 Small Business from O2 with dedicated support.
- O2 Business grade smartphone contract and access to Priority Moments, Evernote Premium, O2 Gurus.

Want to know how Office 365 can help your business?

Chat to us online or call our Business Team on 0800 0280 202