

## ■ MilestoneMatters

# Keeping pace with technology is key to our success

MOVING with the times, spotting the right investment and keeping control on costs have been the building blocks of success for telecommunications and cabling specialist Entropie.

The firm is celebrating ten years in Milton Keynes this year, during which time it has grown in spectacular fashion, doubling its turnover in the past three years alone and now planning to do so again by the end of the decade.

Hetan Mistry, Managing Director, believes that the decision to move from Bedford to Milton Keynes ten years ago has played a key role in Entropie's success. "We have doubled the amount of business we look after since moving to Milton Keynes," says Hetan. "As a growth city, it has really helped us. For a technology company, Milton Keynes is the ideal city; it is high-tech, with the latest and greatest and it has really helped our profile to be based here."

Today Entropie maintains 400 businesses at more than 1,000 sites around the UK, including in London. Around half of those clients are based in the Milton Keynes, Northampton and Bedford area.

Entropie's expertise is in supplying and supporting telephone systems and the firm specialises in contact centre, call recording and call management solutions. In addition they also provide business connectivity for telephone lines



- **Hetan Mistry: 'We have learned to maximise the business and service we deliver to clients'.**

and high-speed Internet services to offer a fully managed service for businesses.

Data cabling is also a key part of their business portfolio with network design infrastructure projects undertaken for new office builds, schools, hospitals and distribution centres.

Entropie prides itself on its high customer retention levels due to its quality

of customer service delivered by highly trained engineers and consultants. Hetan is planning to recruit new staff in account management, support and administration as Entropie prepares to enter a new phase of growth.

The company thrived during tough economic climates by generating full value from its retained customers. It has

become one of the largest telecommunications providers in the region and provides a fully managed business communications solution for companies, headed by the latest technologies such as VoIP and cloud based telephony services.

Hetan recognises the importance of networking, which has played a large part in the growth of Entropie over the past ten years. He and his colleagues are regulars at networking events across the region and are one of the sponsors of the Milton Keynes City Breakfast Club.

"Networking has been a massive contributor to our success," Hetan says. "So much of our business comes from word of mouth but Milton Keynes, where we are based, is such a dynamic city and companies based here have customers here so it becomes like a family. As Milton Keynes has grown, so have we thanks to developing and maintaining these relationships. We have been able to help companies come in and establish themselves here."

As technology develops, so does Entropie. BT intends to phase out its

analogue and ISDN services by 2020, with all services from then being delivered via the IP platform and Entropie is keeping up with the changes.

"The challenge has been to reinvest to make sure that Entropie has the latest offering and skills," says Hetan. "That comes at a cost, of course, but it is always worthwhile."

"It is about making sure we keep the ship sailing in the right direction by balancing costs with making the right investment in the latest technology, equipment and expertise."

"We have learned to build platforms and other areas to maximise the business and service we deliver to clients," says Hetan. "We have built some really strong foundations and have really good customers and that is so important."

Future marketing plans as Entropie begins the next stage of its expansion include increased social media activity and a new website. The content will be informative as well as commercial.

"We want it to be educational and worthwhile because we want to be seen as the experts in our field," Hetan says.

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