



CASE STUDY

## High Security for Go Outdoors

0845 402 3045

[www.assured-ltd.co.uk](http://www.assured-ltd.co.uk)

**GO Outdoors are a Sheffield based, nationwide company, specialising in high quality equipment for the discerning outdoors enthusiast.**

They were established in 1969 to cater for an emerging market for quality trailer tents and camping furniture. Today, almost half a decade later, they are one of the UK's largest outdoor clothing and equipment specialists with over 40 stores nationwide, dedicated to providing the best products available at competitive prices.

The stocking of high-value products prompted the inevitable and unwanted attentions of criminals targeting various GO Outdoors stores for robberies; making a high-security system to deter thieves a necessity.

GO Outdoors needed the services of a reliable and proven company to take over the maintenance and monitoring of its systems across over 40 stores. After a meeting between their then CEO, John Graham, and Assured Fire & Security MD, Simon Stokes, it became apparent that Assured's track record in supporting expanding nationwide companies made them the ideal candidate for the job in hand.

John commented, "It was imperative for us to gain the services of a proven and quality company that could handle a seamless takeover and transfer of our existing security systems from our incumbent supplier, as we needed to minimise risk during this period of change. Looking at Assured's previous job testimonials and the high profile list of clients they have worked with in the past, it was evident to us that they were used to undertaking tasks of this complexity. They took over our portfolio within a matter of days with no issues."

Aside from providing this high quality takeover and maintenance service, Assured were able to save GO Outdoor's five-figure sums per annum in maintenance and monitoring costs through their streamlined system and multi-skilled engineers.



"Our estate was in a very poor state before Assured brought us back up to speed and nothing is beyond them to sort out. I would not hesitate to recommend them to any company going forward."

**Mike Williams**  
**Head of Property**  
**Go Outdoors**



Having now worked with Assured for the last three years, Mike Williams, Head of Property at Go Outdoors says: "Assured have completed many installations to values of up to 70k per project, and continue to maintain and service our entire property portfolio including our head office. They design and install to a very high service with after sales being exceptional. Our estate was in a very poor state before Assured brought us back up to speed and nothing is beyond them to sort out. I would not hesitate to recommend them to any company going forward."

Assured National Accounts Manager, Matthew Lilley concludes: "Go Outdoors have recently renewed their contracts with us for a further two years. We are extremely proud to continue providing the great level of service we excel at, and look forward to assisting Go Outdoors as they continue to expand their portfolio."



### REPORT Monthly Performance Review 0845 402 3045 www.assured-ltd.co.uk

Monthly Report to: 31/3/2014  
 Customer: Example Ltd No. of live sites: 143 (Last month: 140)

COMPLETED ENGINEER CALLS	PM Visit	Corrective	Emergency	Other	TOTAL
Last month	89	0	40	4	133
Last 3 months	218	1	101	16	336
Last 12 months	894	19	339	91	1343
Previous 12 months	721	21	274	197	1213

  

COST	PM Visit	Corrective	Emergency	Other	TOTAL	PER CALL
Last month	£225	£0	£3127	£170	£3522	£113
Last 3 months	£380	£63	£8443	£818	£9702	£131
Last 12 months	£4516	£4730	£29,257	£2883	£41,386	£133
Previous 12 months	£4045	£8895	£34,371	£2338	£49,698	£155

Shows number of live sites for current and previous month

Shows total number of engineer calls against previous periods

Compares cost per call and overall annual cost



Shows trends in different call types including remote and phone fixes

SITES WITH HIGH LEVEL OF ACTIVITY IN LAST MONTH	CALLS
ExampleSite8	6
ExampleSite15	6
ExampleSite28	5
ExampleSite40	4
ExampleSite76	4

Identifies which sites may need attention

## Benefits of Switching to Assured Fire & Security

- ✓ **ALWAYS THERE 365/24/7** – our constant availability means you will always be able to contact us in an emergency.
- ✓ **NATIONWIDE COVER** – Our nationwide base of engineers ensures a consistent and professional service wherever you are in the country.
- ✓ **MULTI-SKILLED ENGINEERS** – Allows us to send just one engineer for all your systems, saving you time and money.
- ✓ **LATEST TECHNOLOGY** – Our electronic documentation process ensures you are emailed all your documentation within seconds of the engineer's work being completed.
- ✓ **FAST FIX** – Our first time fix policy ensures your problem is solved quickly and efficiently.
- ✓ **REMOTE SERVICE** – Our remote service saves you time and money by enabling us to reset, interrogate and program your system without the need for an engineer visit.

## Contact Us

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Constructionline  
A UK GOVERNMENT CERTIFICATION SERVICE

