



About Pensar

Pensar IT Management delivers outstanding management and support to leading businesses in London and the South East.

Client profile

- SMB customers
- 1-70 users
- Multiple vertical sectors
- London & the South East

Zen products & services offered

- Broadband
- Domain Names
- Web Hosting

Partnership benefits

- Reliable service that enables the deployment of other value-added applications
- Knowledgeable, proactive support

What makes us different from other ISPs is the fact we offer 1-month rolling contracts, we allow customers to regrade their service at any time, and we don't implement Fair Usage Policies or Traffic Shaping, to ensure customers get a reliable and consistent service at all times.

That's Zen thinking

Partnership based on shared values brings mutual success.

Introduction

Pensar is one of London's leading IT Management companies. Formed in 1996, and a Zen Partner since 2006, Pensar stand out from the crowd because of their personal and proactive approach to managing customer relationships. They choose to partner with leading vendors such as Zen Internet, Microsoft and Dell to ensure they can offer an end to end customer experience that is second to none.

The Challenge

At the most basic level, Internet connectivity is a fundamental requirement for businesses who want to send emails, surf the Internet, and manage the content on their websites. However, it is also an enabler for an ever-growing list of business critical applications, including video conferencing, VoIP and cloud computing services. Few businesses can now survive without an online presence and access to the Internet, so it is imperative that Pensar have a connectivity services partner whom they can depend upon.

In 2006, Pensar were looking for an ISP that could deliver a reliable service, backed by prompt and proactive support. Their search led them to Zen, one of the UK's first ISPs. "We needed an ISP that could deliver high quality, consistent service, and in the event that something does goes wrong, one that has the ability to resolve it quickly with minimal impact on our clients," explains Mark Williams, Pensar's founder and Managing Director. "Zen ticks all the boxes."



Case Study

The Services

To support a variety of business critical applications, from email to cloud computing services, Pensar offer their clients the full range of Zen's broadband packages. For those customers needing to build their online presence, they also provide domain names and web hosting packages supplied by Zen.

"We firmly believe that our business clients need a broadband service that has been designed with business users in mind, which is why we encourage all of our clients to use Zen for their connectivity needs," says Mark. "With Zen, we have a Partner who puts the customer first, and shares our view that providing excellent customer service requires a holistic approach," he adds.

Zen's approach involves open, honest communication, with no small print. Unlike other ISPs, Zen doesn't implement Fair Usage Policies, nor do they resort to Traffic Shaping on any of their broadband services, ensuring customers get the service they expect. Broadband is offered on a one month rolling contract basis, and customers have the freedom to regrade their service at any time.

Pensar chose to partner with Zen Internet for connectivity services because of their reputation for providing award-winning service and support.

The Result

Andrew Sayle, Pensar's Account Manager at Zen, explains how Pensar were able to rapidly progress to a Zen Platinum Partner. "Instead of seeing broadband as a stand alone product, Pensar take a much wider view. They recognise that providing a reliable broadband service to their clients creates a strong foundation on which they can offer a diverse range of value-added services to their clients. It becomes an enabler that helps create loyal customers."

Zen benefits from the long term value these customers generate. Pensar wins by increasing their overall share of their customers' wallets, making it less likely that these clients will go elsewhere for IT-related services.

As new technologies such as fibre broadband become available, Pensar's partnership with Zen means they will have access to the latest services and solutions to offer their expanding client base, safe in the knowledge that the services delivered will meet customers' expectations.

"With broadband in particular, our experience has shown that you often get what you pay for," explains Mark. "We believe it's worth paying that little bit extra to get a reliable service with minimal hassle."

If you'd like to contact Pensar to talk about connectivity services or IT Management support, you can reach them on 01706 902581 or via email at enquiry@pensar.co.uk. Alternatively, you can visit their website at www.pensar.co.uk.

Zen Internet

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Zen Internet

Zen Internet, an independent Internet Service Provider (ISP), has been delivering services to business and residential users in the UK since 1995.

Led by founder and Managing Director Richard Tang, Zen's mission is to provide the best ISP service in the UK. Zen is committed to investing in the latest technologies and providing high levels of service, support and reliability.

Our Portfolio includes:

- IP VPN
- Leased Lines & Ethernet
- Broadband
- Managed Firewalls
- SIP Trunking
- Data centre services
- Domain Names
- Web Hosting
- Data Backup

