

CLIENT TESTIMONIAL

**ASTLEY
HIRE**
www.astleyhire.co.uk

"We're in a far better place now
than we were a year ago.

We're more confident as a business
now that we know we have more
robust technology in place."

Martin Doran, General Manager
Astley Hire



Fast | Friendly | Stress-free

Key Outcomes



Moved from reactive to proactive IT support



Seamless onboarding with Focus's Safe Launch Plan



Friendly, fast support that reduces pressure on internal teams



Strategic visibility through regular Quarterly Business Reviews



Successful server migration, delivering a modern, stable setup



Freed up leadership to focus on business growth, not IT headaches

The Challenge

Astley Hire is a fast-paced industrial equipment rental company where timing is crucial. From the moment an order is placed to the instant the equipment arrives on site, IT plays a key role in ensuring everything runs smoothly.

Behind the scenes, the team were doing their best but found themselves stuck in a reactive IT cycle. With little time for forward planning, changes were often made on the fly, creating stress and limiting progress.

This meant their internal team were constantly putting out fires, unable to focus on proactive business growth. Without the right support, IT became a blocker instead of a tool for progress.

“Our biggest issue was being in reactive mode all the time. We didn’t plan IT infrastructure changes; they’d just get sprung on us at the last minute.”

**Martin Doran,
General Manager**



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The Solution



Astley Hire knew they needed a partner who could help them take back control—someone who would work with them, not just fix problems.

That's where Focus came in.



From day one, the Safe Launch process made the switch simple and stress-free. We took care of the transition, ensured continuity, and brought clarity to Astley Hire's IT environment.



“What stood out most wasn't just the technical expertise, it was the way Focus listened, tailored support to Astley Hire's needs, and made everything feel that little bit easier.”

Martin Doran

The Strategy

What Astley Hire needed wasn't just better support—it was a better plan.

Together, we defined what good looked like: reliable systems, proactive planning, and no more firefighting.

Through regular **Quarterly Business Reviews**, we introduced a clear, strategic rhythm—ensuring decisions were thought-through, not rushed.

The result? Confidence in their IT and space to focus on the business.

“Together, we mapped out what success looked like - and Focus built the IT strategy to get us there.”

Martin Doran