



YORKSHIRE WARRIOR

Created by personal trainer, Ian Bush and events manager, Danielle Brown in 2013, Yorkshire Warrior is the ultimate physical challenge. The course consists of 10 and 5 tough miles across the Yorkshire countryside with hills, bogs, 200m river walk, 800m underground tunnel, fire, ice bath, barbed wire, electric fence, crawling, climbing, log carrying, pressure washer firing range plus lots more! In 2014 over 2300 participants took on the course and in 2015 around 3000 people entered.

"Italik has supported Yorkshire Warrior all the way from the initial event in 2013. We have seen huge growth in numbers, and we are now planning to double in size next year with two events. The team at Italik are easy to work with, and very supportive of our business, even entering their own company team in the event!"

Ian Bush, Creator of Yorkshire Warrior

The Problem:

With the anticipated large volume of entrants for Yorkshire Warrior, an online system was needed that would allow people to:

- Pre-register and pay for the event
- Organise team registrations
- Order T-shirts for participants



The Italik Solution:

Italik built a custom-designed event system that allowed for:

- Registrations of individuals or teams
- Creation of an individual account to store entrant details
- Online payments to be made
- Signature of the participant agreement



Key Business Benefits:

The online entrant system has allowed the Yorkshire Warrior team to:

- Offer an easy to use entry and payment system
- Manage the huge growth in registrations for the event (from 1000 in 2013 to 3000 in 2015).
- Encourage the maximum number of pre-registrations by offering advanced registration discounts
- For 2016 the system will cope with two events as the Yorkshire Warrior expands from Harrogate to include an additional event at Ripley Castle



The Italik team after completing the challenge.

About Italik

Italik Ltd is a fast-growing independent IT services company. Based in the north of England, we help medium to large businesses throughout the UK to overcome their technology challenges and maximize their investment in IT.

To do this we specialise in four key areas:

- **Applications.** We help organisations develop and integrate business applications.
- **Advanced Security.** We ensure your IT systems, infrastructure and data are highly secure.
- **Infrastructure.** We design and build high availability IT infrastructure.
- **Networking.** We design and build efficient networks to provide performance, flexibility and scalability.

To deliver these Italik partners with world leading IT companies such as Cisco, Microsoft, IBM and Apple.

What Next?

If you'd like to find out how Italik could help your organisation achieve some of these benefits, please contact us by calling or visit our website for more details.

0845 226 1955
www.italik.co.uk

