



Softcat Ltd, the Buckinghamshire-based IT reseller and services provider, was named as no.1 in the 2010 Sunday Times 100 Best Small Companies to Work For list, published in The Sunday Times on 28th February.

This year, 38,000 employees from 571 companies were surveyed and measured in eight key areas. Based on these results, with further analysis from the Best Companies team, Softcat were named as the outright winner, and winner of three individual categories – “My Manager” (the feeling of staff towards their immediate boss and day-to-day managers), “My Team” (people’s impressions of their immediate colleagues) and “Personal Growth” (whether or not people feel challenged by their jobs and how their skills and careers are being developed).

Martin Hellowell, Managing Director, was named as runner-up for the Leader of the Year award.

“This is a wonderful accolade for Softcat, and a real tribute to all our staff”, said Chairman and founder Peter Kelly. “When I set this company up seventeen years ago, my key goal was to establish a workplace where employees would be happy and prosper. We still have work to do, but this is perhaps a sign that we’re getting there.”

Despite the harder economic climate, the company has continued to invest in both existing and new staff, and this is paying off. The company reported double-digit business growth for the last year from its core activities of software licensing, hardware infrastructure, IT security and IT services. Headcount increased by another 12% over the last year, and the company intends to continue recruiting aggressively in its Marlow and Manchester offices, and forthcoming London location.

Over the past three years, Softcat progressed from 6th to 3rd place in the list and has been one of the most consistently high performing companies in the Best Companies guide. The company currently employs 215 staff and hopes its recruitment drive will lead to the company entering the large companies’ league, maybe as early as next year (250 employees+).

“We are absolutely delighted to have received this award,” said Martin Hellowell, Managing Director of Softcat. “We strongly believe that motivated and passionate staff deliver great customer service. What we do as a business is not unique; our key differentiator is the quality of service we offer our customers and this has been the reason for our success. A fully motivated and engaged workforce is not a nice-to-have for us, it’s a necessity.”



Customer comments

“This is excellent news for Softcat. It’s vital that St John Ambulance has a dependable supplier that is highly efficient, motivated and competent so that we can continue to provide an effective service. A friendly team to deal with, Softcat is always willing to go the extra mile which makes them a very valuable partner for our organisation” **Karl Heydenrych, IT Director, St John Ambulance.**

“I was delighted to hear this news but it doesn’t surprise me in the least. I’ve rarely seen such a motivated and competent group of people which make Softcat a real pleasure to deal with and a very valuable partner for our organisation” **Stuart Perham, IT Manager, Kia Motors**

Business Partner comments

“Softcat is a key Microsoft Large Account Reseller and I am thrilled that one of our main partners has been given this prestigious award. Customer satisfaction ratings for Softcat are always extremely high and I’m sure that the fantastic team spirit the company has created is a major reason for this” **Scott Dodds, General Manager, Microsoft.**

“I am delighted to hear that Softcat were awarded the no.1 position in the Sunday Times Best Companies to work for league. HP enjoys a tremendous relationship with Softcat and they are a strong growth partner for us. The enthusiasm and energy of the Softcat team is always very

apparent when you walk into the company and I am sure this has been a major contributor to the company's success" **Kevin Matthews, UK Channel Manager, HP**

Verbatim employee comments from the Softcat employee survey - December 2009

- It's a good place to work which encourages positive feelings which reflect onto our customers. **Mike Walker**
- The company ethos is fantastic. Friendly and approachable people with no political hierarchy. Everyone is willing and able to offer advice to help me develop as a new Sales Executive. **Victoria Holmes**
- I love the atmosphere; the Softcat morale is very infectious. You know all the managers really care about you and want you to do well. **Holly Wade**
- It is still a cracking place to work. We work hard, we play hard and we do very very well. I am proud to say I work here. **Richard Wyn Griffith**
- The amount of contact we have with Directors has been far beyond what I would expect from your average company. It's great to know they are so approachable and keen to help. **Alice Hynes**
- Fun place to work. Great buzz, very lively but yet challenging and professional. **Steve Bull**

About Softcat

Softcat is a leading provider of software licensing, hardware, security and related IT services. The company was founded in 1993 by Softcat's Chairman and majority shareholder Peter Kelly. Softcat remains privately owned and currently employ over 200 people. We achieved a turnover in excess of £114 million in our last financial year and have been profitable since inception, resulting in a strong balance sheet and very firm financial foundations.

Softcat sells and supports products and solutions from all the world's leading IT companies. On all our portfolio products and solutions we offer a full range of services including advice and guidance, technical design, product sourcing, implementation, support and project management. The company enjoys a trading relationship with over 1,500 longstanding customers, predominantly from the UK corporate sector but also including large enterprises, small businesses and public sector organisations.

As an organisation Softcat care passionately about two things – outstanding employee satisfaction and world class customer service. We believe the former drives the latter.

About the Sunday Times Best Companies to Work for

The Sunday Times list of the 100 Best Small Companies to Work For is compiled from the views of employees and the policies of employers. Using a methodology now in its eighth year and designed exclusively for the British Workplace, it identifies best practise defined by performance in eight key indicators of workplace engagement, covering staff opinions on their leadership, their manager, immediate colleagues, pay and benefits, wellbeing, the firm's willingness to give something back, people's personal development and overall sense of affiliation with their employers. This year the views of 37,597 employees (up almost 10% on last year) across 571 SMEs were taken into account, making this the most comprehensive study of workplace opinion in the UK. To view the full methodology on line, please see www.bestcompanies.co.uk/methodology