




Providing Essential Web Solutions to Global SMEs

Chameleon Web Services provides cost-effective internet services to SMEs across the UK and overseas. In September, the firm was awarded the title of 'Best Cost-Effective SME Internet Solutions' in SME News' 2018 UK Enterprise Awards. Following this achievement, we spoke to Ian Bevis, Chameleon's Director, to find out more about their vital contributions as an enabler of business growth in the region.

 Since 2001, Chameleon Web Services have been setting a high bar in their industry. Working alongside clients such as Pandora, Yamaha, Jaguar and Carlsberg, they have become the go-to experts for providing high-quality, effective and comprehensive web services to clients across the UK and abroad. Over the last seventeen years they have broadened their horizons, and now offer a plethora of other services in the hopes of becoming a one-stop shop for clients and their marketing needs.

Ian starts the interview by offering more insight into Chameleon's services: "We have provided everything from web design and development services to Search Engine Optimisation (SEO) services with full scale marketing and PR. Over the course of the company's lifetime, we've worked with clients ranging from blue-chip companies, large corporates, football clubs to sole traders who all have one goal in mind - to succeed through the power of the internet."

"Our websites have become so popular on the back of recommendations from existing clients and our own Google rankings: today, Chameleon is a leading name in the web industry. We have a motto, "big enough to

cope, yet small enough to care" – this philosophy is driven into all of the team, and we treat sole traders with the same respect as larger clients."

The conversation soon turns to how Chameleon differentiates itself in a competitive, fast-moving sector. "As a result of our philosophy and the hard work the team put in, we lead the way in nearly all areas of our product offering, and everything is completed in-house. We have worked in all business sectors and have a proven track record of achieving success for our clients. Our competitors simply cannot compete in many areas due to in-house developed systems. Equally, we are priced right and have made a habit of exceeding expectations. As such, Chameleon has become the trusted partner to many companies."

Further, as the world becomes ever-more digitised, there is a very-present demand to keep apace of paradigm shifts that are transforming the landscape of professional business. SMEs are seeing a need to attain a competitive edge in a volatile economy that delights in 'cutting the wheat from the chaff'. Ian takes a moment to emphasise that Chameleon is here to help SMEs to thrive despite change, and to take advantage of the latest technology to help to

organically grow their business. "Every job we take on, we will always look and plan the best solution for the client and ensure that the plan is futureproof. We look to where the client is hoping to grow and help them to achieve that growth. We always use the latest and best-trusted technology and software or we develop it in order to achieve our goals and that is vital for long-term success in the IT industry."

This approach ties intrinsically into Chameleon's internal culture, as it looks to capitalise on its driven, pro-active team dynamic to elevate its services, as Ian explains. "In our industry, technology changes quickly and, as a result, we are always learning and looking at new and improved ways to deliver our services. The staff at Chameleon are all carefully chosen and handpicked for specific roles. Our interview process is far from standard, making sure that we are selecting the best possible person for the position. As we find and learn new methods, we share this internally in team meetings, ensuring that all of the staff understand how we are achieving success and where it is we are going as a company.

As we come to the end of the interview, Ian talks briefly on the benefits and challenges of operating in the UK. "Chameleon started providing services in

Birmingham, and we soon grew to include Europe and the rest of the world. In 2018, we provide services globally for companies that can be considered multinational conglomerates. We find that the UK is a great market to be involved in as, for starters, the English language is used across the world. Being a UK company, it is also easier to gain trust with companies who work in all corners of the world, there's an expectation of quality."

"Our goal is to position the company in key areas of the UK, localising our operations in key business areas, so as circumstances change globally, we remain the go-to local business for most of our clients. With Brexit, there is the potential for the future to be a bit rocky for UK businesses, and this will make sales generation a key focus – new target audiences need to be found and this is where Chameleon comes in, researching and finding solutions."

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