

# Cati case study

Magenta Associates is a small B2B PR and communications agency that deliver public and media relations, content marketing, awards writing, social media support, event facilitation, branding/design services, and the full suite of corporate communications.

## About the partnership

Cati has provided Magenta with a simplified, streamlined compliance management process since it moved into its new office premises last year.

## The challenges

As a small business with 12 employees, Magenta by no means have a huge FM infrastructure. It has a serviced office space in London with a main office in central Brighton, which it manages itself.

Compliance is a demanding task that needs consistent monitoring, and can be daunting due to the sheer number of legal requirements. Office manager Katina Byford-Winter was sourcing information on compliance changes using the internet, and keeping track using her own records which proved to be time-consuming. As her role requires her to manage multiple tasks at any one given time, compliance would sometimes fall to the wayside in favour of other tasks. Cati allows Katina to track all compliance documents in one place and notifies her of any renewals and remedials. and notify Katina of renewals and remedials. The 'next three months' function has proved to be effective and has helped her to plan ahead accordingly.

## The results

Cati has helped to simplify compliance management by providing Magenta with a compliance system that saves them time, and helps them to focus on their clients.



“Cati has significantly simplified our compliance management process. I don't need to worry if I've missed anything. Software like Cati is a huge help, and the team are always on hand to lend their expertise. I'd certainly recommend it”.

Katina Byford-Winter  
Office Manager, Magenta Associates

