

ROOT OF THE PROBLEM

Mark Keble profiles an IT company that makes life a lot easier

For anyone who is a fan of comedy show *The IT Crowd*, you will be well aware of the stereotypical view of the office's computer expert. Quiet, stuck away in the corner perhaps, with a way of talking that appears to be a foreign language to anyone living in the real world, the office IT expert isn't always the life saver he or she should be.

That's what makes talking to Ashley Lukas,



founder of Net Root, such a surprise. The company provides IT support and implementation throughout London, and are anything but the stuffy gobbledygook we are used to. For a start, Ashley is easy to talk to and is entertaining with it too. Yes he started on computers at an early age, four as it happens, but wasn't exactly a child prodigy. "My uncle was IT manager at Shell and he bought me an Atari 800," he takes us back. "It was great and kept me entertained, but it was more about the gaming side of it. I'm not a maths head, in fact English was my choice of subject at school."

Working a graveyard shift at Cable Wireless was the starting point for Ashley and incited a passion that eventually led to Net Root's emergence in 2003. "We become

your IT department," he says about his business. "Instead of paying a guy to just sit there, you get a team of professionals to support and advise you.

It's not just law and accounting now, this is something any business needs to have."

For someone who has next to no idea about IT, it's encouraging to hear Ashley's viewpoint about computer advancements. "Never, ever trust bleeding edge technology," he says. "You have got to make sure things are tried and tested before you even look at implementing them." The point is rammed home when Ashley talks about some companies that still work well on a 2003 Microsoft server. "There's no point spending money on something that won't be of massive benefit to you," Ashley adds.

It begs the question, therefore, about if there have been advancements in Ashley's eyes that haven't worked. It's not something directly linked to a working environment that springs to his mind. "Windows Mobile," he starts without hesitation. "The problem is they concentrated too much on the Windows, not the Mobile. I used to use it instead of a blackberry because it worked out of a box. It had some good functions, but at the end of the day wasn't a mobile phone. You would press a button five times to get through to someone!"

Ashley's knowledgeable, easy going approach to IT has seen Net Root grow into a market leader in the space of seven years. "It's been organic," Ashley says on their development. "We have built gradually. In



2003 there were a number of clients who needed the support we could offer. One client was expanding rapidly - in just over two years, they grew to having 120 employees. It was good that we could grow alongside them. We then started getting referrals from there and people recommended us. It's great to know that people keep on saying good things about Net Root."

Today, Net Root can help any business, big or small, always ensuring your needs are put first. This honest approach suggests an even brighter future for Ashley and his company, and he insists the days of the solitary 'IT guy' may just be over. "It's definitely not the one man band," he finishes. "You can have an IT department ready for you and it won't break the bank." It all makes perfect sense.

Find out how Net Root can help you by calling 0845 351 0888 or visiting www.net-root.com

