Simon Butler, co-founder of London digital marketing agency Synergist, says his team has found the freedom to be creative within a framework. "We have what we call 'controlled creativity'," he explains. "It's creativity within a framework. Our team has the freedom to be creative, but to support that we have to set strict guidelines."

Synergist went live on Synergist's software in January 2012, and has been running successfully ever since. Butler says the transition to Synergist was relatively smooth, thanks to the support he received from Synergist's team. "The support we've had from Synergist has been nothing short of fantastic," he says. "Their team is always there to help us with any issues we might encounter, and we're very happy with their service."