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FAST-
GROWTH
50
2025**



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WELCOME TO OXYGEN FAST-GROWTH 50 2025

DOUG WOODBURN,
EDITOR, IT CHANNEL OXYGEN

A START-UP MSP aiming to provide a “more agile” alternative to Softcat and Computacenter, an all-remote reseller with a four-day working week, and a Guildford-based IT consultancy whose motto is “take me to the cauliflower”.

These are just three examples of the ambitious firms who made the cut for this year’s Fast-Growth 50.

In January, *IT Channel Oxygen* published Oxygen 250 2025, which sized the 250 largest UK IT solutions providers and dug into the trends impacting their businesses. Their revenues ranged from £2.5bn down to £16m.

Fast-Growth 50 is our attempt to highlight some of the fastest-growing outfits from among the thousands of smaller channel partners that sit below Oxygen 250, and examine what makes them tick.

Compiled in partnership with Giacom, the report is based on Companies House headcount data from 527 UK resellers, MSPs, MSSPs, IT solutions providers or IT consultancies with a headcount of 15 or more.

The 50 firms profiled in this report represent a high-growth microcosm of this wider population (see *methodology*, p7, for more).

Against a straitened economic backdrop, they saw collective headcount power up a whopping 152% over the three-year period we looked at.

“Our target is to double [sales] each year, year on year. We think that’s pretty ambitious in the current economic climate and also without a load of M&A,” Jason Osmond, CEO of top-ranked outfit Forge Technologies told us (see p29).

AI and automation emerged as the dominant talking point from the

interviews and Q&As we conducted with leaders from 27 of the firms. They see AI as simultaneously the biggest let down of 2024 (see p20) and top growth bet for 2025 (p14).

But their increasing use of AI internally is also shaping their future expansion plans.

“We’ve mapped out [our] five-year plan, and actually, our service desk doesn’t get much bigger,” Stephen Richardson, CEO of 31st-ranked Digital Origin told us.

“It will support three times the size of business with the same amount of people because of that AI piece that will come into it.”

Proving that success comes in different forms, one firm in the top 50 is an all-remote reseller which operates a four-day week, while another recently became employee-owned.

As we examine on page 10, a disproportionately high number – three – are certified B Corporations.

Some eight of the top 50 are cyber specialists and nine have a laser focus on Microsoft. The rest are a mix of MSPs, consultancies, business software providers, cloud specialists and IT solutions providers.

Many of the firms in this report made the cut on the back of serial M&A, while others – including 38th-ranked ramsac – have grown purely through organic means.

Several were started by lifelong friends or siblings. One even counts a contestant in the current series of the BBC’s *The Apprentice* among its employees.

All, however, have demonstrated unflinching grit, determination and ambition in what has been a tough period for the market.

Who among them will be the Softcats, Computacenters, Air ITs, or Accentures of tomorrow?

Given the desire among these firms to think outside the box, perhaps the point is that none of them will be, and none of them wants to be.

Fast-Growth 50 was born out of a recognition by both *IT Channel Oxygen* and Giacom that smaller channel partners represent the lifeblood of the channel, and deserve their own report.

We hope you enjoy reading it as much as we did compiling it.

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TURNING PACE INTO PERFORMANCE

FAST GROWTH IN today’s market doesn’t happen by accident. The success of the companies featured in this year’s Fast-Growth 50 is especially impressive given the economic pressures facing almost every business vertical. Each has found a way to adapt, push forward and scale. Together, they highlight the ambition, energy and talent that runs through the UK’s IT and comms channel.

Behind every fast-growing channel business is something just as important; a growing community of customers being better served. If each of these providers supports just 100 clients, that’s thousands of SMBs getting more from their technology investment through smarter, more strategic partnerships. The collective impact is significant and deserves real recognition.

While growth is something to be proud of, many leaders across the channel are starting to ask what comes next. The focus is shifting from growth at all costs to growth that is scalable, repeatable and profitable. Top-line revenue still matters, but gross margin, cash flow and EBITDA are becoming the real indicators of long-term business strength.

At a recent industry event hosted by IT Nation, it was revealed that more than a third of MSPs across Europe are currently operating at a loss. That is a striking figure, especially in a market where demand for technology has never been greater. But it reflects a common challenge. As providers grow, they tend to become more complex. They add more services, more people, more systems, more vendors. As that complexity increases, efficiency drops, costs rise, and profitability takes a hit.

Often, these businesses continue operating by borrowing money or dipping into reserves. Some manage to push through, some sell up, and some simply fade out of the market. It is a familiar story in our industry. That is why so many channel leaders are now turning their focus to operational maturity. This means simplifying how they operate, streamlining delivery and improving efficiency, all without compromising service quality.

For fast-growing providers, this is a key opportunity. They already have momentum.

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Now is the time to build on it and create long-term strength. So how do MSPs get there? At Giacom, we see two main areas where that shift often starts.

The first is developing a clear, compelling and simple value proposition. That means being clear about what you offer in managed services, comms, cloud and security, and presenting it in a way that appeals to your customers. It means providing leadership and steering customers to your solution rather than simply doing what the customer wants. When the value is obvious, you can win business without discounting. You become more than just a supplier. You become a strategic partner that your customers trust to get the most from their technology.

The second area is delivery. Once the business is won, it needs to be delivered profitably. Vendor consolidation can make a big difference. So can building recurring revenue models. Bundling services into a per-user, per-month format helps customers manage costs while improving your own cash flow. And, of course, automation is pivotal. From lead generation through to billing and customer support, smarter processes create better outcomes and free up your team to focus on higher-value work.

At Giacom, our focus is on helping partners accelerate growth, but in a way that’s profitable and sustainable. Our platform and people are here to support that next stage, giving partners the tools they need to refine their offering and deliver it more efficiently.

In any fast-growing business, momentum creates opportunity. But turning that growth into long-term value takes focus.

NATHAN MARKE,
CHIEF STRATEGY OFFICER, GIACOM



THE OXYGEN FAST-GROWTH 50

50. SHAPING CLOUD

HEADCOUNT: 34 (+100%)
SPECIALISM: Microsoft cloud
HQ: Manchester
 ■ This Microsoft cloud specialist makes the top 50 after doubling average monthly headcount from 17 to 34 between calendar 2020 and 2023.

Based in Manchester, but with offices in Wales and Reading, Shaping Cloud aims to help clients in the insurance, healthcare, government and legal/professional services sectors “unlock the benefits of cloud wherever they are in their digital transformation journeys”.

Founded in 2010, it is headed up by former local government CIO Helen Gerling.

49. CAMBRIDGE SUPPORT

HEADCOUNT: 19 (+171%)
SPECIALISM: IT support
HQ: Cambridge
 ■ A desire to foster a culture where all staff feel “a sense of ownership, pride, and accountability for the business” prompted this fast-growing Cambridge-based IT support firm to become employee-owned in October.

Founded in 2018, Cambridge Support makes the top 50 after nearly trebling headcount from seven to 19 between

Q&A WITH SHAPING CLOUD CEO HELEN GERLING

What’s been your biggest tech let down of the last 12 months?
 The noise around cloud repatriation – many businesses reacting to high cloud bills by moving back on-prem rather than fixing their cloud strategy. This shift is often encouraged by legacy tech providers who prioritise retention over helping their customers achieve true business value in the cloud.

What’s your biggest growth bet for 2025? We’re laser focused on expanding in the legal and insurance industries this year.

calendar 2020 and 2024. It now employs 21 staff (a total that rises to 38 when factoring in headcount at Cambridge Kinetics and new sister company, Cambridge IT Security). Key vendors include Microsoft, Bitdefender, Dell, Datto, Veeam, ITGlue, Cisco Meraki, SentinelOne and ESET.

Q&A WITH CAMBRIDGE SUPPORT MANAGING PARTNER PHILIP MASHINCHI

What’s your biggest growth bet for 2025?
 Cyber security services, especially around AI and cloud. This is why we set up our new sister company, Cambridge IT Security.

Name one thing your company has planned for the next 12 months.
 Acquire another IT company, ideally in or around London.



48. DIGITALXRAID

HEADCOUNT: 45 (+96%)
SPECIALISM: Cybersecurity
HQ: Doncaster
 ■ Founded in 2015 by Rick Jones and Scott Goodwin, this managed security services provider nearly doubled its average monthly headcount to 45 between its fiscal 2020 and 2023.

A Microsoft security solutions provider with a CREST-accredited SOC, Doncaster-based DigitalXRAID counts Specsavers and Superdrug



WHO ARE THE FAST-GROWTH 50?

Who are the 50 firms in this report, and the 527 firms that make up the wider population from which they were drawn?

OUTSIDE THE OXYGEN 250*, *IT Channel Oxygen* now tracks 527 UK channel partners with a headcount of 15 or more.

We found them by scouring literally dozens of vendor partner locators, leaping into Companies House any time a new name came on our radar, and generally keeping our ear close to the ground.

The Fast-Growth 50 represents a high-growth microcosm of these 527 firms.

In a reflection of the market’s current hotspots, a disproportionately high number who made the top 50 are MSSPs or pure-play Microsoft partners. The remainder are either generalists IT MSPs, consultancies and resellers, or specialists in areas such as ERP software, AWS cloud or networking.

With a few exceptions (for instance private equity backed NoBlue2, PureCyber and CYSIAM)

most are privately held, while just two (Dublin-based duo Codec and Auxilion) are headquartered overseas.

As you’d expect, a sizeable proportion – 20 – also appeared in last year’s Fast-Growth 50 report.

The remaining 30 alumni have either been acquired (for instance Atech, Twisted Fish, Bridge Partners, Rowe IT), have grown to become an Oxygen 250 firm, or an Oxygen 250 firm in waiting (eg Quorum Cyber, Zenzero, Planet IT, Transact Technology Solutions, OryxAlign, Saepio Solutions and Hybit Services), or have moderated their rate of expansion.

* Published in January 2025, *Oxygen 250* ranked and profiled the UK’s largest resellers and MSPs by revenue (revenue cut-off £16m)



METHODOLOGY

Fast-Growth 50 features the fastest-growing UK channel partners on *IT Channel Oxygen’s* radar who didn’t make the cut for the *Oxygen 250**.

Our league table is based on the average monthly headcount figure displayed in each company’s last four sets of annual accounts filed on Companies House (as of 15 March 2025).**

To qualify, firms were required to have an average monthly headcount of at least 15 in the final year, and to have shown consistent growth over the three-year period.

Outside of *Oxygen 250*, *IT Channel Oxygen* tracks 527 UK resellers, MSPs, MSSPs, IT solutions providers and IT consultancies with a headcount of 15 or more.

Fast-Growth 50 represents a high-growth microcosm of these 527 firms.

They made the cut based on a 50-50 split between absolute and relative average monthly headcount growth during the three-year period. For example, a company

that doubled headcount from 40 to 80 during the period would score twice that of a peer that increased from 20 to 40 staff.

Only 130 of these 527 firms publicly report their revenues, hence why we chose headcount as our measure of growth. The collective revenues of these 130 firms stood at £1.42bn in their latest years. Going by average revenue-per-employee ratios, we would estimate that the wider population of 527 companies have combined revenues of around £3.46bn (compared with the *Oxygen 250’s* £29.2bn total haul).

Besides the 50 firms in this report, another 100 of the 527 showed headcount growth in each of their three most recent annual accounts.

* Published in January 2025, *Oxygen 250* ranked and profiled the UK’s largest resellers and MSPs by revenue (revenue cut-off £16m)

** In some cases, these figures may not reflect the firm’s true size when factoring in overseas entities, sister companies or contractors

among its customers. It also partners with the likes of SentinelOne and Tenable.

Its services include SOC, cloud security, penetration testing and social engineering.

47. WESSEX IT

HEADCOUNT: 28 (+133%)

SPECIALISM: IT support

HQ: Horsham, West Sussex

■ This West Sussex-based MSP's roots can be traced back to 2001, when founders Andrew Sewell and Richard Maynard met at college (although it was officially founded until 2005).

Helped by several small M&A moves during the period, average monthly headcount rose from 12 to 28 between its fiscal 2021 and 2024, accounts show.

Counting luxury skincare brand Temple Spa and pharmaceutical firm Scope among its clients, Wessex IT's prowess spans cloud, network, cyber, support and comms.

46. FIFOSYS

HEADCOUNT: 38 (+111%)

SPECIALISM: MSP

HQ: London

■ This London-based MSP leaps into Fast-Growth 50 after more than doubling average monthly headcount to 38 between its fiscal 2021 and 2024 periods.

Fifosys acquired Pegasus Software partner Technology Means Business in May 2024 in a move that propelled group turnover to around £10m.

Boasting offices in London, Wolverhampton, Portsmouth and Colchester, the Microsoft, Datto, Barracuda Networks and Citrix partner

has around 400 clients. It now has 54 staff, it told us.

45. COMPUTEAM

HEADCOUNT: 79 (+72%)

SPECIALISM: Edtech

HQ: Stockport

■ This edtech specialist makes the Fast-Growth 50 cut after swelling average monthly headcount from 46 to 79 over its four most-recent sets of annual accounts (spanning calendar 2020 to 2023).

Offering both connectivity services and IT managed services, Computeam serves over 500 schools and Multi-Academy Trusts. It secured a berth on two Lots of the £12bn TePAS 2 framework in 2023.

The Stockport-based Microsoft Education and Google for Education partner became a B Corp in October 2024.

44. TECH SOURCE

HEADCOUNT: 18 (+200%)

SPECIALISM: End-to-end IT fulfilment

HQ: Northampton

■ This Northampton-based IT reseller has trebled average monthly headcount to 18 across its four most recent financial years (covering its fiscal 2021 to 2024).

Tech Source has "great relationships" with its vendor partners, which include the usual suspects such as Microsoft, HPE, Cisco, Fortinet, Nutanix, Dell, Cisco, Veeam, Lenovo, Palo Alto Networks, VMware, RingCentral, IBM and NetApp.

It claims to offer a single touch IT partner for all its clients' requirements.



Q&A
WITH FIFOSYS FOUNDER AND MD MITESH PATEL

What's your biggest growth bet for 2025? You might expect me to say AI, but it's actually created more issues for businesses, so we're doubling down on security. We aim to provide unparalleled protection, resilience, and assurance to everyone we work with as they navigate a future defined by both opportunity and heightened risk.

Name one thing your company has planned for the next 12 months. We plan to explore how we can integrate AI into our operations to enhance efficiency and continue to never stand still in an ever-evolving world.



Q&A
WITH AZTECH COMMERCIAL & OPERATIONS DIRECTOR SEAN HOUGHTON

You're one of the UK's fastest growing IT solutions providers by headcount. What would you attribute that to? A relentless focus on service excellence, investing in talent, and scaling our managed services and cyber security offerings to meet client demand.

Name one thing your company has planned for the next 12 months. Expanding our AI and automation services to deliver smarter, faster, and more proactive IT support.

43. ITVET

HEADCOUNT: 97 (+64%)

SPECIALISM: IT support

HQ: Bishop's Stortford, Hertfordshire

■ Founded in 2007, this Hertfordshire-based IT support provider today counts blue-chip brands Legal & General, Aviva and British Land among its over 500 clients.

Accounts filed on Companies House show ITVet's average monthly headcount hitting 97 in its year to 31 July 2024, up from 75 in 2023, 70 in 2022 and 59 in 2021.

Claiming to have a "strong focus on building a circular economy and philanthropic activities", ITVet in January announced it had achieved an "exceptional" net promoter score of +52 (up from +48 a year previously).

42. AZTECH IT SOLUTIONS

HEADCOUNT: 56 (+93%)

SPECIALISM: Managed IT services

HQ: Milton Keynes

■ Founded in 2006 by four brothers (Sean, Bobby, Michael and Chris Houghton) in a converted garage, this Milton Keynes-based

MSP today claims to employ over 70 staff.

The ConnectWise, Cisco and Mimecast partner's last four sets of annual accounts (spanning its fiscal years 2020 to 2024) show average monthly headcount nigh-on doubling, from 27 to 56.

Boasting over 5,500 users, Aztech specialises in IT support, cyber security and technology strategy. It counts charity Police Now among its clients.

41. CENTRAL TECHNOLOGY

HEADCOUNT: 87 (+74%)

SPECIALISM: IT support

HQ: Chesterfield

■ This Chesterfield-based MSP said its "consultative approach" to customers paid dividends in its calendar 2023 as revenues shot up by a quarter to break the £10m barrier (70% of which were recurring).

Average monthly headcount stood at 87 during the period, up from 73 in 2022, 57 in 2021 and 50 in 2020. Having acquired peer IT3000 in March 2024,



Q&A
WITH CENTRAL TECHNOLOGY CEO IAN SNOW

What's your biggest growth bet for 2025? We're expanding our cloud services division, including data security, professional services, and consultancy, while strengthening our Leicester and Dorset offices to meet rising demand.

Name one thing your company has planned for the next 12 months. We're committed to growing, developing and rewarding our team. We have new training programmes launching and are really excited for a company-wide quarterly bonus scheme being launched this year.

GROWTH – BUT NOT AT ALL COSTS



THE PRESENCE OF three B Corps in this report proves that high growth can go hand in hand with social and environmental best practice.

"It's a good way to prove companies can do good as well as do well," Diptesh Patel, the CEO of second-ranked **UBDS Group** said of its 14-month journey to become a B Corp, which it secured in October 2024.

There are now 2,500 B Corps in the UK, and 9,500 globally. To pass the notoriously exacting certification, firms must demonstrate their commitment to balancing profit with purpose.

Besides UBDS, 45th-ranked **Computeam** also became a B Corp in October, while 24th-ranked **Original** has held the status since 2021. The only accredited Green Project Management (GPM Global) training provider in the UK, Cisco Webex specialist Original claims to have a "deep pedigree" in sustainability.

Despite being in an exclusive club, UBDS doesn't lead on B Corp, Patel said, explaining that it instead embeds the principles of the accreditation into its culture. He gave the example of a solution it is currently proposing for a large rail project.

"We looked at it and said 'how can we deliver this solution across 360-odd sites in a sustainable and environmentally friendly way?'" Patel said. "We designed a project plan that would use the railway system itself to keep Co2 down. That's the kind of initiative that really excites me. I'm not into greenwashing or using this as just another label."

Employee ownership is another trend sweeping through the IT services space, with 49th-ranked **Cambridge Support** converting to employee-owned status in October. After hearing John Lewis' CEO talk, its Managing Partner, Philip Mashinchi, was inspired by the idea that employees who have a stake in the company are more motivated and invested in its success.

Fast-Growth 50 firms are also busy helping their clients become more sustainable businesses. This includes 7th-ranked **Datatomic**, which is on a mission to use data engineering, analytics and AI to combat climate change through its Greentonic initiative.

Central Technology now employs over 100 staff, it told us.

Counting hospices, legal, manufacturing, professional services and charities as its five key verticals, the Cloudian, Microsoft, Webroot, Veeam, 3CX, BT Wholesale and TalkTalk Business partner targets "ambitious SMEs" with 50 to 500 users.

40. PRAGMATIQ SOLUTIONS

HEADCOUNT: 23 (+188%)

SPECIALISM: Microsoft Dynamics and Power Platform

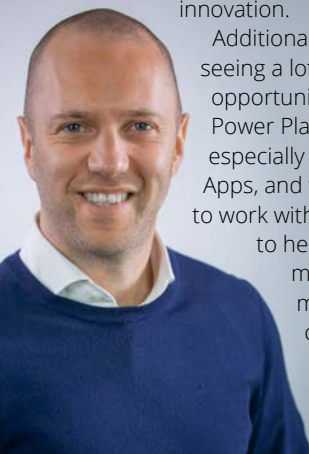
HQ: Milton Keynes

■ This Microsoft Dynamics and Power Platform specialist is on an unstoppable organic expansion drive, almost doubling average monthly headcount from eight to 23 between its fiscal 2020 and 2023.

Counting the University of Buckingham and Spencer Academies Trust among its customers, Pragmatiq now employs 30 staff, it told us. It is betting on Microsoft Copilot Studio to bring home the bacon in 2025 (see Q&A below).

Q&A WITH PRAGMATIQ CO-FOUNDER AND MD STUART GOLDWATER

What's your biggest growth bet for 2025? It's in the AI space, particularly with agents and Microsoft Copilot Studio. We see real potential to help businesses use these technologies to work more efficiently, make better decisions, and drive innovation.



Additionally, we're seeing a lot of opportunity in the Power Platform space, especially within Power Apps, and we're excited to work with businesses to help them make the most of these capabilities.

39. ALTERNIT ONE

HEADCOUNT: 47 (+114%)

SPECIALISM: Outsourced technology and UC provider

HQ: London

■ The team behind this London-based outsourced technology and UC provider have already struck it rich after selling their previous venture (150 employee Capital Support) to Six Degrees in 2015.

Alternit One's average monthly headcount hit 47 in its year to 31 July 2024, up from 22 in 2021. It was founded in 2018.

Targeting regulated industries, it counts AWS, BT, Cisco, Colt, Gamma, Google, Microsoft, Mimecast, Palo Alto Networks and Soteria as its key vendors.



Q&A WITH INFINITY GROUP CEO ROB YOUNG

You're one of the UK's fastest growing IT solutions providers by headcount. What would you attribute that to? Our focus as a pure-play Microsoft partner is helping businesses understand their challenges and then map the technology.

What's your biggest growth bet for 2025? It's an obvious answer, but AI. We've already seen it evolve to include agentic AI this year, so more and more businesses are going to find value from it. However, there is also a lot of work as organisations still need to get their data, applications and security in order to take advantage.

38. RAMSAC

HEADCOUNT: 108 (+66%)

SPECIALISM: IT infrastructure consultancy

HQ: Guildford, Surrey

■ Guided by a motto of "take me to the cauliflower", this organically grown IT consultancy makes the Fast-Growth 50 cut for a second year.

ramsac's average monthly headcount swelled from 65 to 108 between its fiscal 2021 and 2024, accounts show, with employee numbers currently standing at around 120.

AI and automation will allow the Microsoft Dell, Sophos and SonicWall partner to slow its pace of recruitment in 2025, Executive Chairman Rob May told us, however (see p13).

37. INFINITY GROUP

HEADCOUNT: 99 (+71%)

SPECIALISM: Microsoft

HQ: Tunbridge Wells, Kent

■ Infinity's pure-play Microsoft focus has been the key to its recent growth, CEO Rob Young claims (see above right).

The Kent-based outfit is significantly larger than this profile's header suggests after it moved to acquire 200 Business Central customers from Pax8 in May 2024 (adding to its existing base of 340 clients). It also acquired housing sector specialist RedkiteCRM in October 2023.

Infinity makes the Fast-Growth 50 on the back of average monthly headcount swelling from 58 to 99 between its fiscal 2020 and 2023. It now claims to employ 178 staff.

36. COEO

HEADCOUNT: 80 (+82%)

SPECIALISM: Microsoft data, analytics and AI

HQ: Reading

■ Founded in 2007, this Reading-based data, analytics and AI specialist count Fatface, Domino's and Fortnum & Mason among its customers.

Its average monthly headcount hit 80 in its fiscal 2023, up from 44 three years earlier, accounts show. Revenues rose 12% to £12.6m in its most recent period, during which it established a delivery capability in Hyderabad.

Targeting the retail, financial services and professional services sectors, Coeo recently achieved the Microsoft Advanced Specialisation in AI and Machine Learning on Microsoft Azure. It also partners with Databricks and Redgate.

35. AUXILION

HEADCOUNT: 125 (+63%)
SPECIALISM: Managed services and consulting
UK HQ: Sheffield

■ This Dublin-headquartered managed IT ace is still searching for a UK acquisition (having earmarked £15m for expansion of its business on this side of the Irish Sea in 2022), newly promoted CEO Patrick Jordan confirmed (see Q&A, below).

Auxilion's average monthly UK headcount rose from 77 to 125 between calendar 2020 and 2023, UK accounts show. Its current UK headcount stands at 137, it told us.

The HPE partner is looking to create another 30 jobs in the UK and Ireland over the course of 2025 as it pushes on with the "next stage of growth".

Cloud, on the UK Government G-Cloud Digital Marketplace.

Factoring in its 65-employee Egyptian sister company, the company now employs 89 staff, it told us.



Q&A WITH TECHLABS LONDON MD MOHAMED MOSTAFA

What's been your biggest tech let down of the last 12 months? I feel that the pace of AI adoption amongst many large corporates is not fast enough which is impacting the real tangible benefits especially around productivity that they might be missing out on.

Name one thing your company has planned for the next 12 months. Our next innovative product that we are working on involves building a unique AI mobile app focusing on housing and real estate customers.

33. CHORUS IT

HEADCOUNT: 91 (+82%)
SPECIALISM: Microsoft MSSP
HQ: Bristol

■ This Bristol-based Microsoft partner's efforts to build a global managed security business will complement, rather than conflict with, its traditional MSP and Microsoft Dynamics activities, CEO Nichola Saner told *IT Channel Oxygen* in July.

Chorus IT's average monthly headcount shot up from 50 to 91 between its fiscal 2020 and 2023.

"IF SOMEONE ASKS 'WHERE ARE THE CAULIFLOWERS', WE PICK THEM UP AND TAKE THEM THERE"

ramsac Executive Chairman Rob May explains why the cruciferous vegetable is so dear to the 38th-ranked outfit's cause



HOW HAS RAMSAC CONSISTENTLY EXPANDED HEADCOUNT IN A TOUGH MARKET?

When I looked at last year's report, quite a lot of that fast growth for many of the businesses was through acquisition and aggregation. We've just remained solidly organic. I think that aggregation is good for the likes of ramsac because we've picked up customers who are leaving other providers that have become a part of a bigger party.

And probably linked to that is the big focus we have on strong relationships. Our approach is to take customers on a long-term strategic journey, rather than just selling them something.

And then finally, continuing to focus on cybersecurity and – increasingly – AI.

ARE YOU CONTINUING TO EXPAND HEADCOUNT IN 2025?

We are recruiting, but I don't think it will be at the same fast pace we've seen in recent years. That shouldn't be necessary. The reality of what we're selling as an industry should mean we're able to do more with the same number of people.

A lot of what we've done this [financial] year has been about looking at productivity – in effect how we augment what we do with AI and automation.

The way I talk about AI when I'm keynoting is to think of it as 'assisted' rather than 'artificial' intelligence. When you change to that mindset and start to look at how to use technology across all roles to do their jobs better and more efficiently – and remove some of the drudgery – people are more receptive to it.

'TAKE ME TO THE CAULIFLOWER' IS

AN IMPORTANT PHRASE FOR RAMSAC, AND YOU NOW EVEN HAVE A 'CAULIFLOWER CORRIDOR'. WHY IS THAT?

'Take me to the cauliflower' came from an unplanned story I gave at one of our all-hands meetings where I was trying to explain customer service. It would be wrong to say I had a masterplan to introduce cauliflowers to the world of IT.

[I was talking about] a customer at a supermarket who's buying a bottle of wine when they suddenly remember they need... a cauliflower. The cauliflower just popped into my head for some unknown reason.

If you're in Waitrose and you ask a member of staff where the cauliflowers are, you're surrounded by Waitrose staff who pick you up and carry you to the fruit & veg aisle, before one of them selects a cauliflower that perfectly matches your wine. In Sainsburys, they might walk you to the end of the aisle and point out that the fruit & veg aisle is the second aisle on the right. And in a budget supermarket they grunt and walk off.

The point is that the customer has asked the same question, but the response they get – the service you get – is all the result of the culture within that supermarket. And the ramsac culture always must be that if someone asks 'where are the cauliflowers', we pick them up and take them there.

It's one of those things that stuck because it's easy to remember and relate to. There's a wall of paintings and pictures of cauliflowers people walk past every day and it reminds them – and I think that's really important.

Q&A WITH AUXILION CEO PATRICK JORDAN



Name one thing your company has planned for the next 12 months.

We're busy helping our clients in new areas as they look to roll out their own plans and this is driving our focus on investment. Overall, we are still on the market to acquire a company to strengthen our proposition but finding a company with an aligned culture, capabilities and customer focus can take time.

34. TECHLABS LONDON

HEADCOUNT: 22 (+214%)
SPECIALISM: Microsoft AI
HQ: High Wycombe

■ Founded in 2016, this Microsoft AI partner's UK accounts show average monthly headcount more than trebling to 22 between its fiscal 2020 and 2023 – propelling it into Fast-Growth 50.

Headed up by 8x Microsoft MVP Mohamed Mostafa, TechLabs London provides Dynamics 365, Power Platform and Azure solutions across the UK, Europe and the Middle East. It lists its services, which include its housing and property management solution iProperty

AGENTIC AI, COPILOT AND SECURITY – FAST-GROWTH 50 PLACE THEIR GROWTH BETS

We asked leaders from our Fast-Growth 50 about their biggest growth bets for 2025. Here's what they said...



"Copilot adoption at scale. AI tools only create value when people know how to use them. Organisations are moving beyond testing; they want AI they can rely on."

Emma Henry, Inform Team

"That clients will accelerate their adoption of AI. We believe that the era of the PoC [proof of concept] is over, and moving use cases into production quickly will provide companies with a significant advantage over their slower-moving competitors. We are seeing more use cases funded by the business rather than IT."

David Kress, Datatonic



"Cyber security services, especially around AI and cloud. This is why we set up our new sister company, Cambridge IT Security."

Philip Mashinchi, Cambridge Support

"You might expect me to say AI, but it's actually created more issues for businesses, so we're doubling down on security."

Mitesh Patel, Fifosys



"Obviously AI is on everyone's agenda right now however the biggest driver here is the education of our customers. We talk about 'turning possibilities into realities' and this is exactly where AI is right now."

Daniel Bumby, Simoda



"AI-driven automation in IT support and security, helping businesses streamline operations and stay protected."

Sean Houghton, Aztech



"Always security! SMEs need to focus on providing a compliant supply chain to their clients. 'All-inclusive' predictable cost per user will continue to develop, and a growing awareness in our clients for sustainable solutions."

Jonathan Asquith, Jungle IT



"Infrastructure to support AI initiatives."

Nicholas Bridgeman, BestPath



Holding three Microsoft Advanced Specialisations in security, it claims to deliver 24/7/365 protection from cyber threats using the software giant's security and cloud solutions.

32. INSTANT ON IT

HEADCOUNT: 59 (+111%)

SPECIALISM: Managed and cloud service provider

HQ: London

Based in London's jewellery quarter, Hatton Garden, this IT provider is on a golden growth run.

Instant On IT's average monthly headcount more than doubled to 59 between its fiscal 2020 and 2024 (it now employs over 70 staff, according to its website). Boasting over 120 clients across the legal, finance and media sectors, Instant On IT claims to take care of all aspects of IT, from strategy and support to cyber security.

It opened a new office in New Zealand in 2023.

31. DIGITAL ORIGIN

HEADCOUNT: 27 (+200%)

SPECIALISM: IT and comms

HQ: Towcester, Northamptonshire

The inclusion of this IT and comms MSP in Fast-Growth 50 provides two growth stories for the price of one.

Having launched in 2018 with the aim of consolidating mobile, telco, connectivity and IT for SMEs, Digital Origin grew rapidly via four acquisitions (with average monthly headcount trebling to 27 between calendar 2020 and 2023).

In March 2024, it became part of Evergreen, an investment company that owns around 100 MSPs (mainly in the US). Evergreen aims to own 20-24 UK MSPs by the end of 2025, Digital Origin CEO Stephen Richardson reveals (see interview, p16).

30. FLYFORM

HEADCOUNT: 72 (+100%)

SPECIALISM: ServiceNow

HQ: Cardiff

This "ultimate ServiceNow partner" describes itself as "an ambitious, tight-knit group of A-players who care about each other and our communities".

One of three Cardiff-based outfits in this report, Flyform doubled average monthly headcount to 72 between calendar 2020 and 2023. It now employs 80 staff, according to its website.

Having been founded in 2017 by Phil Davies and Arron Davies (no relation), it claims it secured Elite ServiceNow status in a record two months.

29. INFRASTAR

HEADCOUNT: 25 (+213%)

SPECIALISM: IT solutions

HQ: Gloucester

This Gloucester-based IT consultancy and solutions provider more than trebled average monthly headcount to 25 between its fiscal 2021 and 2024, accounts show.

Infrastar's services span hardware and software supply, IT consultancy, value added services, Wi-Fi services and bespoke builds. Going by recent activity on LinkedIn, it sees data management vendor VAST Data as a key vendor partner in 2025.

28. VIZST TECHNOLOGY

HEADCOUNT: 46 (+142%)

SPECIALISM: Networking, cyber and meeting rooms

HQ: Poole, Dorset

Born through the 2021 merger of ITSB, Quad Vision and Data Integration, Vizst counts Vodafone, easyjet and London South Bank University among its 230 clients.

Its average monthly headcount hit 46 in its fiscal 2023, up from 19 in 2020.

The Poole-based outfit is no stranger to growth league tables, having ranked 53rd in Sunday Times' Fastest Growing Companies last summer. Specialising in networking and cyber security, as well as visual solutions and meeting rooms, Vizst is Gigamon's reigning EMEA Partner of the Year.

27. SNOWDEN CONSULTING

HEADCOUNT: 43 (+267%)

SPECIALISM: Microsoft Dynamics

HQ: London

Our figures can't keep up with the furious growth of this eponymously named London-based Microsoft Dynamics partner.

Founded by Steve Snowden in 2013, Snowden Consulting's average monthly

“OUR BIG, HAIRY, AUDACIOUS GOAL IS TO BE A £30M BUSINESS”

Digital Origin’s inclusion in this report offers two growth stories for the price of one. CEO Stephen Richardson explains why



HOW DID DIGITAL ORIGIN START LIFE?

The business started in late 2018. The founder’s previous business had been bought by Six Degrees. [Six Degrees] were trying to consolidate mobile, telco and connectivity with IT. Although he supported the model, they were aiming at the enterprise space and he couldn’t see how that would work and felt it was more a model for going into SMB. Digital Origin was founded off the back of that.

The best way to get into that space is through the IT MSPs. They are the most trusted partners. If you look at where businesses put their trust, the IT partner is the top of the tree, and then it goes connectivity, telco and – finally – mobile.

So the idea was to go out and buy IT MSPs and then cross sell those services into those businesses.

Through 2019 to 2023 we bought four businesses. They were IT businesses which weren’t doing anything in the other spaces, which gave us clear headroom to cross sell. The key was onboarding them all onto one platform quickly and cleanly.

I came on board as Commercial Director at the end of 2020. We grew quickly, and not just through acquisitions. Mostly through cross-sell, we were growing at 25%-plus excluding those additional businesses, which proved the model.

WHY DID YOU SELL UP TO EVERGREEN LAST YEAR?

Going back to 2023, we’d financed everything prior to that through private debt. But we had a couple of acquisitions lined up for 2024 which were quite a bit bigger. Typically, we’d bought below £1m EBIT. The ones we were looking at were £1m-£2m EBIT.

increased our capabilities across the board to ensure we can deliver a complete offering.

Tell us one thing you have planned for the next 12 months. We will be launching our own process optimisation offering – I worked in manufacturing for 20 years before ERP, and the team has massive cross-industry business experience.

26. CYBAVERSE

HEADCOUNT: 20 (+300%)

SPECIALISM: Managed security services

HQ: Chichester

■ Founded in 2018 as a boutique consultancy, CybaVerse has expanded headcount rapidly after morphing into a channel-first MSSP.

Its average monthly headcount stood at 20

So we went out to the market to get funding. That’s when we unintentionally bumped into Evergreen, who opened up a totally different line of conversation in terms of selling the whole business.

HOW DOES BEING PART OF EVERGREEN WORK?

The key to the Evergreen piece is that they have a decentralised model. Evergreen itself has set up a business called Lyra Technology, which is an IT MSP-owning business. All they’re looking for is growth in that MSP space – they’re not looking to centralise it.

They are 100 MSPs across three continents, predominantly in the US, but they have a piece in Australasia as well. And then the UK is up and coming. The idea is to buy the best breed in those regions to then keep performing.

Securing the Evergreen backing allows us to keep growing. We don’t change our name, or any of our people – we just keep going on that journey.

We’re going to look in the short term at organic growth. I wouldn’t say acquisitions are off the table – it’s just that Evergreen are obviously looking in that same pond to acquire.

We were their second UK acquisition in March 2024. They’re now up to six in total [The Final Step, Digital Origin, ITBuilder, Certum, CIS and CMS Group]. They want to get to the end of 2025 with 20 to 24 businesses in the UK.

DO YOU HAVE A RELATIONSHIP WITH THOSE OTHER FIVE UK EVERGREEN/LYRA BUSINESSES?

Yes, in a couple of ways. We’re the only one with

that cross sell piece – the connectivity and the telco. We’re offering that out across the group, which allows them to generate more revenue. And then one of the six businesses is very heavily into Power BI and Power apps. Being able to lean on them gives more value to our clients.

DO YOU EXPECT TO CONTINUE HIRING THIS YEAR?

Our current headcount is 54-55 and we’ve got five vacancies rolling out in the next quarter.

The founder exited and I was appointed to start the CEO role in January, with quite a different viewpoint of how we’re going to grow going forwards. Before, we ran account managers across our base because we wanted to look after our incumbent clients. They have a very different mindset to someone in sales who’s finding new business. We’re now looking at sales people as well as those account managers.

WHAT ROLE DOES AUTOMATION AND AI PLAY IN YOUR EXPANSION PLANS?

Our ‘BHAG’ [big, hairy, audacious goal] is to be a £30m business by 2030. We’ve mapped out that five-year plan, and actually, our service desk doesn’t get much bigger. It will support three times the size of business with the same amount of people because of that AI piece that will come into it.

I want to upskill my team. The pyramid at the moment is ten Level 1s, eight Level 2s and five Level 3s. I’m going to flip that pyramid upside down, as AI will do a lot of that.

in calendar 2023, up from five in 2020. It now employs 29 staff, it told us. The outfit claims its ‘CybaVerse AI’ platform is used by an array of MSPs and resellers including Ingentive, Fitzrovia and Integrity IT Solutions.

25. CODEC

HEADCOUNT: 54 (+145%)

SPECIALISM: IT MSP and Microsoft CSP

UK HQ: London

■ This Dublin-headquartered Microsoft partner announced plans to create 100 UK jobs when it launched a new London office in 2023 (with backing from Enterprise Ireland).

Companies House accounts show the average monthly headcount of Codec’s UK arm swelling from 22 to 54 between its fiscal 2020 and 2023.

Q&A WITH CYBAVERSE CEO OLIVER SPENCE

What’s driven your lightning growth? A unique channel-first approach, strong demand for cyber security, and a platform that makes security simple for MSPs.

Tell us one thing you have planned for the next 12 months. Launching AI-driven risk scoring and automation to supercharge cyber security operations for MSPs and SMEs.



Q&A WITH SNOWDEN CONSULTING FOUNDER AND CEO STEVE SNOWDEN

What’s driven your lightning growth?

Nearly all our projects now involve multiple Microsoft applications. ERP, CRM, Power Platform, AI and managed services all need to work together to give our clients true digital transformation. With this demand we have

Starting off life in 1985 as a hardware reseller, it today claims to be “one of the most awarded and recognised Microsoft partners not only in Ireland and the UK, but around the world”. Its total headcount currently sits around 300, according to its website.

24. ORIGINAL

HEADCOUNT: 15 (+400%)
SPECIALISM: Cisco and Webex
HQ: Cheltenham

■ Having only been founded in 2020, this Cisco and Webex-focused IT solutions partner claims its annual revenues have already risen to £5.4m.

Accounts for its fiscal years 2021 to 2024 show average monthly headcount quintupling to 15. It now employs 26 staff, with plans afoot to double that tally this year, it told us.

As a B Corp and the only accredited Green



Q&A
WITH ORIGINAL SALES DIRECTOR MATT DUNN

What's your biggest growth bet for 2025? Our key growth area is supporting the EU Taxonomy. Expanding our footprint via our new Prague office at The Flow Building is key, which will underpin our plan to double our headcount next year.

Name one thing your company has planned for the next 12 months. We're set to enhance and deepen our Original³ framework, quickening the journey to AI-Ops, eventually leading to click less experiences for our customers.

Project Management training provider in the UK, Original claims to have a “deep pedigree” in sustainability.

23. TECHSOL

HEADCOUNT: 15 (+400%)
SPECIALISM: Sage, Microsoft, cloud, cyber
HQ: Cardiff

■ This Cardiff-based Sage, Microsoft, Datto and Sophos partner today employs over 50 staff, according to its website.

Accounts for 'Techsol Group' show average monthly staff numbers quintupling from three to 15 between its fiscal 2020 and 2023 – hence its inclusion in this report.

Recent acquisitions include Charlton Networks and IBIT Solutions.

22. HIGHGATE

HEADCOUNT: 28 (+250%)
SPECIALISM: VAR
HQ: All remote

■ Being an all-remote reseller with a four-day week has helped Highgate attract and retain staff, Services Director Paolo Rodia told us (*opposite*).

Founded in 2010, Highgate's average monthly headcount vaulted from eight to 28 between its fiscal 2020 and 2023. It currently employs 43 staff, with revenues last year swelling by nearly 50% to £22.5m.

The multi-vendor IT reseller – whose founder Stuart Marginson lives in the Canary Islands – has spent recent months pushing further into services via a partner-led approach, Rodia reveals.

21. DYNAVICS

HEADCOUNT: 29 (+263%)
SPECIALISM: Microsoft Dynamics
HQ: Camberley, Surrey

■ Founded in 2015, this Surrey-based Microsoft Dynamics 365 Business Central and NAV specialist focuses on the retail and hospitality sectors.

Its average monthly headcount stood at 29 in calendar 2023, up from eight in 2020. Turnover for the period almost doubled year on year to £5.4m.

Counting Chessington Garden Centre and Simpson Travel among its clients, Dynavics recently forged a partnership with food & beverage software provider Aptean.

“WE’RE ABLE TO RECRUIT FROM A WIDER TALENT POOL”

Highgate Services Director Paolo Rodia opens up on the 22nd-ranked outfit's four-day week model and services push



WHAT'S DRIVEN YOUR GROWTH?

I joined Highgate just over two years ago, and a key part of my role has been expanding our services-related and contractual business. This has enabled our sales team to change from transactional selling to leading with a business-driven solutions discussion.

As a 100% partner-led VAR, our strong services growth has been in partnership with our hand-picked, specialist partners.

For our clients, this means they have access to the best-in-class partners for the services they require. For Highgate, it means we do not have the pressure of keeping an internal team fully utilised, or concern over the skills shortage.

received was overwhelmingly positive. 98% of employees believe that Highgate is a great place to work.

With our four-day week, work anywhere model, we are able to recruit from a wider talent pool. We also find it's a more inclusive way of recruiting, as many employees find it beneficial working from home and things like childcare can be easier. We've seen excellent employee retention too.

WHAT'S THE PLAN FOR 2025?

We will continue to develop our ESG strategy, with a focus on employee wellbeing, charity fundraisers and sustainability.

We are always looking to onboard new partners and service providers that complement our current offerings and expand our portfolio. We have built some strategic partnerships with disruptive vendors too, so will look at gaining momentum with them.

Overall, we would love to surpass £30m this year, and we think given all the foundations we've put in place, we might well do it.

DOES A FOUR-DAY WORK WEEK ACTUALLY WORK?

Since we introduced a 4-day work week in 2022, we've gone from 16 employees to 43, and apart from a few small tweaks, the working model remains the same.

We continue to grow year-on-year, and last year we experienced nearly 50% growth, in what was considered a flat year in the industry.

In August last year, we conducted the Great Place to Work employee survey and the feedback we

20. JUNGLE IT

HEADCOUNT: 58 (+164%)
SPECIALISM: Managed IT services
HQ: Leeds

■ The MD of this Leeds-based managed IT services specialist chalks up its swift growth to the quality of service it has been able to retain by resisting the urge to take on outside investment.

The Dell, Microsoft, Cisco, Microsoft and Fortinet partner's average monthly headcount rose steadily from 22 to 58 between its fiscal 2020 and 2023, accounts show.

A Microsoft Azure migration with Wakefield-based legal services provider Minster Law is among the case studies trumpeted on its website.

Q&A
WITH JUNGLE IT MD JONATHAN ASQUITH

You're one of the UK's fastest growing IT solutions providers by headcount. What would you attribute that to? Quality of our managed services is everything. We've resisted the urge to seek investment due the risk of jeopardising the quality of service.

What's your biggest growth bet for 2025?

Always security! SMEs need to focus on providing a compliant supply chain to their clients. 'All-inclusive' predictable cost per user will continue to develop, and a growing awareness in our clients for sustainable solutions.



WAS AI THE BIGGEST LET DOWN OF 2024?

We asked a selection of our Fast-Growth 50 about their biggest tech let down of 2024

Despite it being the technology many are pinning their hopes on for 2025 (see p14), the answer that came almost in unison was AI....

"The 'AI illusion'. Organisations have invested heavily, expecting instant impact, but AI isn't just a switch you turn on. Without the right approach, it's another big promise that never gets delivered."

Emma Henry, Inform Team



"Rushed AI adoption without standards like ISO 42001 has led to unreliable systems, security risks, and ethical concerns, undermining trust and sustainability."

Diptesh Patel, UBDS Group

"Not necessarily a let down, but AI hasn't quite reached its potential yet. Clients know they need it, but due to poor user cases, and a lack of clarity it's often difficult for IT to articulate the benefits."

Jonathan Asquith, Jungle IT

"Less a 'let down' and more of a distraction has been AI. It's distracted some people from focusing on the goal or strategic objective, believing instead that AI will be a panacea."

Patrick Jordan, Auxilion



"I feel that the pace of AI adoption amongst many large corporates is not fast enough which is impacting the real tangible benefits especially around productivity that they might be missing out on."

Mohamed Mostafa, TechLabs London



"The use of the term AI when it is not AI. We often see the term used in discussions, sales material, and demos, only to find that it is beyond artificial and not very intelligent."

Neil Taylor, Opticore

"The proliferation of AI options in software solutions that require additional licensing. It's financially unsustainable for clients if software companies continue to charge for functionality driven by AI in each of their products."

David Kress, Datatonic

"CrowdStrike's mega-outage has to be up there. On a more personal experience level, the British Airways mobile app being catastrophically awful."

Chris Bunch, NoBlue2



"The adoption of SASE products and services. The technology originally picked up momentum, but a lack of clarity and cohesive components created a large barrier to entry."

Nicholas Bridgeman, BestPath

"Obvious this one, but I have to say Broadcom's handling of the VMware acquisition, huge disruption which has caused no end of customer challenges."

Daniel Bumby, Simoda

19. OPTICORE IT

HEADCOUNT: 136 (+94%)

SPECIALISM: Networking

HQ: London

Boasting client testimonials from the likes of Vodafone, this network consultancy attributes its swift growth to being "laser focused on what we're good at".

Its four most recent sets of filed accounts – covering fiscal 2020 to 2023 – show average monthly headcount vaulting from 70 to 136. It now employs 162 staff, according to numbers it shared with us.

Opticore IT claims to offer best-in-class engineering and project management services to organisations transitioning to next generation technologies and working practices.

Q&A WITH OPTICORE IT MD NEIL TAYLOR

You're one of the UK's fastest-growing IT solutions providers by headcount. What would you attribute that to?

We're laser focused on what we're good at. Year on year, we continue to drive growth through the development of our consultancy practice and associated network managed services, automation, Wi-Fi, cloud, connectivity, and cellular services. This has driven existing clients to grow with us and new clients to join us.



Name one thing your company has planned for the next 12 months.

The release of our all-encompassing Network as a Service offering.

18. HEXEGIC

HEADCOUNT: 44 (+214%)

SPECIALISM: Cybersecurity consultancy

HQ: London

Founded in 2009, this London-based cybersecurity and data consultancy counts the United Nations, the Ministry of Defence and BAE Systems among its clients.

Its average monthly headcount hit 44 in calendar 2023, up from 14 three years earlier.

Targeting governments and "high-performing businesses", Hexegic's risk assessment and risk management consultancy services are certified by the National Cyber Security Centre.

17. CLOUD BRIDGE

HEADCOUNT: 39 (+255%)

SPECIALISM: AWS consultancy

HQ: Marlow, Buckinghamshire

Minority owned by Bytes Technology Group since 2023, this Marlow-based AWS partner has grown from zero to 120 staff in the space of seven years.

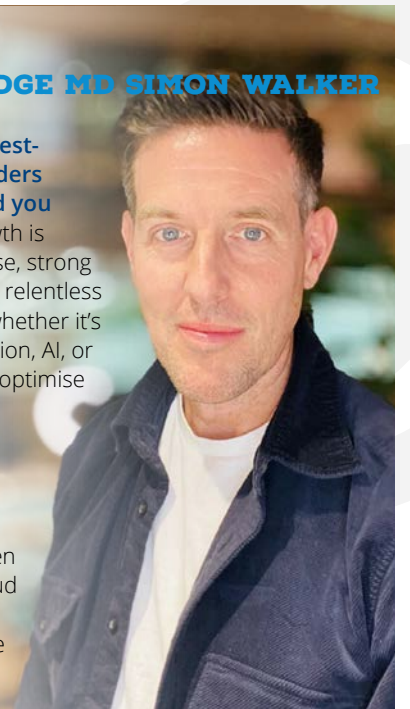
Companies House data can't quite keep up with its lightning growth – its four most recent sets of annual accounts show headcount rising from 11 to 39 between its calendar 2020 and 2023 periods.

Q&A WITH CLOUD BRIDGE MD SIMON WALKER

You're one of the UK's fastest-growing IT solutions providers by headcount. What would you attribute that to?

Our growth is driven by deep AWS expertise, strong industry partnerships, and a relentless focus on customer value – whether it's cloud migration, modernisation, AI, or FinOps, we help businesses optimise and scale with confidence.

Which industry peer do you respect the most? My Co-founder – he went from distribution to Microsoft, then built and led the Hybrid Cloud & Security practice at Bytes, helping it become one of the UK's largest resellers.



16. PURECYBER

HEADCOUNT: 32 (+300%)
SPECIALISM: Cybersecurity
HQ: Cardiff

■ Founded in 2016 by CEO Damon Rands, this Cardiff-based cybersecurity solutions specialist last summer bagged a £5m investment from BGF.

Characterising itself as “one of the fastest-growing technology companies in Wales”, PureCyber’s average monthly headcount quadrupled to 32 between its fiscal 2020 and 2023, accounts indicate.

It has a mantra of making “top-tier cybersecurity services accessible to businesses of all sizes across various sectors”.

15. CYSIAM

HEADCOUNT: 35 (+289%)
SPECIALISM: Cybersecurity
HQ: Newport Pagnell, Buckinghamshire

■ Backed by Maven VCTs since 2021, this cybersecurity outfit continues to undergo swift organic expansion.

Average monthly headcount for its year to 30 November 2023 stood at 35, up from nine in 2020.

Counting ‘Big Four’ consultancy firms and central government departments among its clientele, CYSIAM claims to provide an entirely UK-based and threat-led 24/7/365 managed detection and response service.

14. INFORM TEAM

HEADCOUNT: 54 (+238%)
SPECIALISM: Microsoft and digital transformation
HQ: Alton, Hampshire

■ Founded from the kitchen tables of lifelong friends Emma Henry and Samantha Kinstrey in 2013, this Microsoft partner today claims to employ over 90 staff.

The Hampshire-based outfit’s enlarged scale is undersold by Companies House data, which shows headcount rising from 16 to 54 between its fiscal 2021 and 2024.

Characterising itself as “the experts in making digital transformation personal”, its employees are a mix of change managers, communicators, designers, trainers and strategists.

13. STRIPE OLT

HEADCOUNT: 66 (+214%)
SPECIALISM: Cloud and cybersecurity
HQ: Bristol

■ This Bristol-based cybersecurity and IT support provider more than trebled average monthly headcount to 66 between its fiscal 2021 and 2024, accounts indicate.

Counting Bristol Airport, Hargreaves Lansdown and MoneySuperMarket Group among its clients, Stripe OLT boasts satellite offices in Manchester and London.

Its Strategic Sales Development Manager,



Emma Henry (right) with her Inform Team Co-founder Samantha Kinstrey

Q&A
WITH INFORM TEAM
CO-FOUNDER EMMA
HENRY

What’s your biggest growth bet for 2025? Copilot adoption at scale. AI tools only create value when people know how to use them. Organisations are moving beyond testing; they want AI they can rely on. We turn ambition into action.

Name one thing your company has planned for the next 12 months. We’re closing the AI skills gap. No more hype, no more wasted potential, just AI embedded into the way people actually work, every day.

GIVE A LITTLE RESPECT

We asked leaders at some of the Fast-Growth 50 which peer they respected the most. Here’s what a selection of them said...



“Justin Langford of [36th-ranked Fast-Growth 50 firm] Coeo – smart, principled, not afraid of rethinking industry norms.”

Helen Gerling, Shaping Cloud



“I really enjoy the content that Jonathan Edwards (the Bearded 365) publishes, it’s quite a unique approach.”

Mitesh Patel, Fifosys



“Nick Heddy, COO at Pax8, for the way Pax8 has revolutionised cloud distribution and MSP enablement, and Paul Tomlinson, ex-owner of Mirus IT, for building and scaling a successful MSP with a strong service-led culture.”

Sean Houghton, Aztech



“Joscha Bach, whose pioneering insights into cognitive architecture and human-AI interaction continually inspire our approach to intelligent digital transformation.”

Matt Dunn, Original



“My co-founder [Adam Thornton] – he went from distribution to Microsoft, then built and led the Hybrid Cloud & Security practice at Bytes, helping it become one of the UK’s largest resellers.”

Simon Walker, Cloud Bridge



“Verity Harding. She’s leading the charge on responsible AI adoption, shaping the future of AI ethics and governance. Her work aligns with our mission, embedding AI in a way that’s practical, ethical and built for long-term success.”

Emma Henry, Inform Team

“In my recent time in the world of NetSuite, I’ve been most impressed by the ambition Maxime Lothe at NovuTech. In the world of tech services generally, I’d say Andre Azevedo at Ancoris is great at execution.”

Chris Bunch, NoBlue2

“Ian Turnbull, Pentasec Co-founder.”
Nicholas Bridgeman, BestPath

“Alistair Mills, Kerv.”
Mark Allen, Everything Tech

Mia Collins, is a contestant on the current series of BBC 1 show The Apprentice.

12. SEP2

HEADCOUNT: 65 (+225%)
SPECIALISM: Cybersecurity
HQ: Leeds

■ Having ranked 16th in last year’s Fast-Growth 50, this Leeds-based cyber specialist hops four places in the pecking order on the back of continued organic headcount expansion.

Annual accounts for its fiscal 2020 to 2024 show average monthly headcount hiking from 20 to 65 – a tally it told us has risen to 95 as of March 2025.

Founded in 2016, the privately held company counts Check Point, Google Cloud, CrowdStrike, Pentera, Egress, LogRhythm, KnowBe4, Qualys, Keeper and Island as its ten go-to vendors.



Q&A
WITH SEP2 CEO PAUL STARR

What’s your biggest growth bet for 2025? Our Wingman MDR service has seen tremendous growth over the last couple of years, and we don’t see any reason for that to slow down. We have spent the last couple of months really defining our Go-to-Market strategy around our seven core Wingman services. These are what we do best, and while there are plans for us to add to these, I feel that SEP2 has a great opportunity to take these services to our partner community within the channel.

Name one thing your company has planned for the next 12 months. Our hope is for SEP2 Cyber Summit to become a must-attend event in the industry, and 2025 looks set to make that a reality.



Q&A
WITH NOBLUE2 CEO CHRIS BUNCH

What's your biggest growth bet for 2025? Developing further software IP to enhance the NetSuite core offering.

What's been the biggest tech let down of the last 12 months? CrowdStrike's mega-outage has to be up there. On a more personal experience level, the British Airways mobile app being catastrophically awful.

Name one thing your company has planned for the next 12 months. Further expansion in the Spanish market.

11. SCI-NET

HEADCOUNT: 54 (+260%)

SPECIALISM: Microsoft Dynamics

HQ: Chipping Norton, Oxfordshire

■ This Oxfordshire-based ERP software specialist made the headlines last year as it became the first business to secure an IP-backed loan from Natwest (to the tune of £700,000).

Sci-Net's average monthly headcount soared from 15 to 54 between calendar 2020 and 2023, accounts indicate (its employee tally has since risen to 60, according to a recent company update).

Founded in 1998, the Microsoft Dynamics 365 Business Central, Copilot, Azure and Power Platform specialist claims it is on course to turn over £11m this year.

10. BSL-IT

HEADCOUNT: 42 (+320%)

SPECIALISM: Reseller

HQ: Wellingborough

■ This Wellingborough-based IT reseller was celebrating its inclusion as a supplier on the DfE-approved Everything ICT framework as this report went to press.

BSL-IT's average monthly headcount hit 42 in calendar 2023, more than quadruple its tally of 10 three years earlier.

Founded in 2016, it offers general office and technology procurement alongside a range of services including managed services, helpdesk and IT asset disposal. Its vendor confidants include Microsoft, Dell, HP and Cisco.

9. NOBLUE2

HEADCOUNT: 119 (+148%)

SPECIALISM: ERP software

HQ: Nottingham

■ Built on the merger of three Oracle partners in 2023, this FPE Capital-backed outfit bills itself as the UK's "largest and most-experienced ERP solution partner".

Fuelled by M&A, the NetSuite specialist's average monthly headcount shot up from 48 to 119 between calendar 2020 and 2023, accounts show. Boasting an overseas office in Madrid, the Nottingham-based outfit is plotting further Spanish expansion in 2025, new CEO Chris Bunch tells us (see left).

8. SECURITYHQ

HEADCOUNT: 41 (+356%)

SPECIALISM: MSSP

HQ: London

■ The UK accounts of this "technology-agnostic MSSP" show average monthly headcount more than quadrupling from nine to 41 between its fiscal 2021 and 2024.

Founded in 2003, London-based SecurityHQ owns and operates out of security operation centres in the UK, the Middle East, Americas, India, South Africa and Australia. It claims to have 400 specialists "operating around the clock".

Counting Bitdefender, Carbon Black and Darktrace among its vendor partners, its website features a testimonial from the Operations Director of estate agents Foxtons.

Q&A
WITH DATATONIC CRO DAVID KRESS

What's your biggest growth bet for 2025? That clients will accelerate their adoption of AI. We believe that the era of the PoC [proof of concept] is over, and moving use cases into production quickly will provide companies with a significant advantage over their slower-moving competitors. We are seeing more use cases funded by the business rather than IT.

Name one thing your company has planned for the next 12 months. Going big internally with AI. Gemini is such a powerful tool and Notebook LLM and DeepResearch provide easy to use platforms to improve our operations.



7. DATATONIC

HEADCOUNT: 119 (+159%)

SPECIALISM: Google consultancy

HQ: London

■ Founded in 2013, this fast-growing Google partner counts Vodafone and ASOS among its clients.

London-based Datatonic's average monthly headcount vaulted from 33 to 119 between calendar 2020 and 2023. It currently employs 128 staff, it told us.

A nine-times Google Cloud Partner of the Year, its operations span the UK, Europe and North America.

6. BESTPATH

HEADCOUNT: 23 (+667%)

SPECIALISM: Networking

HQ: London

■ Founded in 2017, this Cisco, Fortinet and Infoblox partner saw average monthly headcount shoot up from three to 23 between its fiscal 2021 and 2024.

BestPath claims to offer a full service spanning consultation at assessment stage, custom design and hardware and software procurement, through to custom-project implementation and IT support.

The networking, security and datacentre specialist has its own podcast hosted by its joint MDs, James Williamson and Nicholas Bridgeman, 'Switching It Up with Jimbo and Nick'.

Its headcount has since grown to 28, it told us.



Q&A
WITH BESTPATH MD
NICHOLAS BRIDGEMAN

You're one of the UK's fastest growing IT solutions providers by headcount. What would you attribute that to? We always intend to manage customer networks as if they were our own.

What's your biggest growth bet for 2025? Infrastructure to support AI initiatives. This opportunity takes many different forms depending on company size, industry, and culture.

5. SIMODA

HEADCOUNT: 25 (+733%)

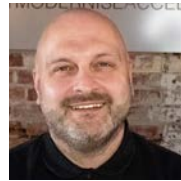
SPECIALISM: IT reseller

HQ: Sheffield

■ Founded in 2019, this Sheffield-based reseller's continued rapid expansion sees it rise three places on its ranking in last year's report.

Simoda's average monthly headcount soared from three to 25 between its fiscal 2020 and 2023 (a tally that has since swelled to 47, it told us).

The RingCentral, HPE, Microsoft, Lenovo, Arctic Wolf, Cisco, SentinelOne, 8x8, KnowBe4 and Leviton partner counts Lexus Sheffield among its customers.



Q&A WITH SIMODA MD DANIEL BUMBY

You're one of the UK's fastest growing IT

solutions providers by headcount. What would you attribute that to? We have a clear strategic objective and have identified areas in which we need to grow and improve in order to achieve these. We have been fortunate that our brand presence has helped generate interest in joining Simoda from good people in the channel.

What's been your biggest tech let down of the last 12 months? Obvious this one, but I have to say Broadcom's handling of the VMware acquisition, huge disruption which has caused no end of customer challenges.

4. EVERYTHING TECH

HEADCOUNT: 101 (+405%)

SPECIALISM: IT reseller

HQ: Manchester

■ Having only launched in 2021, this acquisitive Manchester-based MSP is already a 130-employee, £24m-revenue outfit.

Helmed by former GCI duo Mark Allen and Phil Smith, Everything Tech's average monthly headcount bulged from 20 to 101 across its first four sets of annual accounts (covering the calendar years 2021 to 2024*).

Everything Tech's latest double acquisition – of Sire Technology and GiBVault in February – added server and networking prowess to its stronghold in the end-user computing space.

3. CROFT

HEADCOUNT: 193 (+395%)

SPECIALISM: Mobile, comms and managed IT services

HQ: Hertford

■ This acquisitive comms and IT provider leaps to third in the rankings on the back of a huge headcount surge in its latest accounts.

Not yet filed as this report went to press, they will show average monthly employee numbers hitting 193 in the year to 31 March 2024*, up from 37 three years earlier, Croft revealed.

Having made 23 acquisitions between 2020 and early 2024, privately held Croft has taken its foot off the M&A pedal of late (its last publicly announced acquisition was of Cornish MSP NCI Technologies last June). Key vendors include Microsoft, Gamma, HPE, Cisco, 3CX and Citrix.

Q&A WITH EVERYTHING TECH CFO MARK ALLEN

You're one of the UK's fastest growing IT solutions providers by headcount. What would you attribute that to? We have acquired four companies in the last 12 months alone.

What's been the biggest tech let down of the last 12 months? Economic uncertainty through the budget leading to slow decision making.

Name one thing your company has planned for the next 12 months. At least two more acquisitions.



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Q&A

WITH UBDS GROUP CEO DIPTESH PATEL

You're one of the UK's fastest growing IT solutions providers by headcount. What would you attribute that to? Our growth has been fuelled by a strong talent strategy, a client-first mindset, and continuous innovation in our solutions. By investing in our people and fostering a culture of adaptability, we've stayed ahead of evolving market demands.

What's your biggest growth bet for 2025? We will evolve from a digital transformation provider to a 'digital lifecycle' partner, continuously adapting to client needs to drive ongoing improvement rather than one-off changes.

What's been your biggest tech let down of the last 12 months? Rushed AI adoption without standards like ISO 42001 has led to unreliable systems, security risks, and ethical concerns, undermining trust and sustainability.

Name one thing your company has planned for the next 12 months. Expanding our hub in India to drive innovative solution development while strengthening our investment in people by welcoming talented new colleagues.

Which industry peer do you respect the most? Kerv – I admire their ability to balance a people-centric approach with a well-executed M&A strategy, delivering impressive results.



2. UBDS GROUP

HEADCOUNT: 119 (+1,433%)

SPECIALISM: Digital transformation

HQ: London

■ This London-based HPE, Microsoft, AWS, Zscaler and CloudFlare partner's average monthly headcount leapt from six to 92 between its fiscal 2020 and 2023 – propelling it into second place in the Fast-Growth 50.

During 2024, the digital transformation specialist acquired cybersecurity specialist 3B Data Security and launched Rayo, a joint venture in the AWS services space. Its headcount has now risen to as high as 195, it told us.

Having bagged B Corp status in October, UBDS Group is one of three companies in this report to hold the notoriously exacting sustainability certification.

UBDS' revenues grew to around £21m in calendar 2024 (up from £13.6m a year previously), CEO Diptesh Patel recently told *IT Channel Oxygen*.

1. FORGE TECHNOLOGIES

HEADCOUNT: 41 (+4,000%)

SPECIALISM: Midmarket MSP

HQ: London

■ Only founded in 2021, this London-based Microsoft, Cisco, Citrix and Fortinet partner is barely old enough to qualify for this report.

It takes the top spot courtesy of a giddy 4,000% rise in headcount in the period we looked at (which happened to coincide with its first four sets of annual accounts*).

Run by industry veterans Jason Osmond, Jeremy Humphrey, Sam Simpson and Martin Chapman, Forge is aiming to provide a more agile alternative to incumbents that play in the midmarket and enterprise managed services and digital transformation space.

Its goal is to double sales each year (*see interview with Osmond, opposite*).

* 2024 accounts for these companies weren't formally filed as this report went to press, but they kindly broke out the average monthly figure for us

“OUR TARGET IS TO DOUBLE EACH YEAR. WE THINK THAT IS PRETTY AMBITIOUS”

Forge takes top spot in this year's Fast-Growth 50 after growing from zero to 41 staff inside four years. Its CEO Jason Osmond says he wants to provide a more “agile” alternative to the likes of Softcat and Computacenter



HOW DID FORGE START LIFE?

The idea came during the first lockdown in 2020, and we officially launched during the summer of the next year. Myself and the two other co-founders – [COO] Jeremy Humphrey and [CCO] Sam Simpson – have all been involved in both scale-ups that have gone on to exit and in some cases larger, more corporate organisations. After forming we were swiftly joined by our CTO, Martin Chapman.

I'd just exited Cancom after selling Ocean to them in 2018, and Sam had just left Roc. We got together with Jeremy and said, 'given our time again, what would we do differently?'

We concluded there was a gap in the market for an IT services and managed services business which focused on mid to enterprise clients but was still agile enough to deliver services the larger, more unwieldy organisations couldn't. I'd put into that bracket the likes of Logicalis, Computacenter, Capita and Softcat.

Enterprise clients told us they needed people with the battle scars. They needed subject matter experts with pedigree. But they also wanted them to move a little bit faster.

We said, 'well, we know a hell of a lot of these people out in the market'. We knew the subject matter experts that had risen to the top at those larger organisations, but from a technical perspective had got disillusioned because they were behind a desk pushing spreadsheets around.

We've attracted those types of people back into our organisation. They can be deployed into those enterprise accounts to give their expertise, but in a much pacier way than our competitors.

That's been the formula for building Forge – getting the right people into the business and then in front of the right clients.

WHAT'S YOUR TECHNOLOGY OR VENDOR SWEET SPOT?

We've got some four technology pillars. There's a digital app and innovation practice that's centred

around Microsoft from an automation and AI perspective, and then a cloud practice that's well and truly pinned to Microsoft Azure. We've then got networking, which is Fortinet and Cisco, and workplace, which is Microsoft and Citrix.

YOU'VE GONE FROM ONE TO FOUR TO 12 TO 41 STAFF IN YOUR FIRST

FOUR SETS OF ACCOUNTS. HAS THAT GROWTH ALL BEEN ORGANIC?

We had a small acquisition at the beginning of 2024 and that added eight people to that number.

WHERE IS FORGE HEADING?

It's about becoming the go-to partner in the UK for midmarket-to-enterprise managed services and digital transformation.

Our target is to double [sales] each year, year on year. We think that's pretty ambitious in the current economic climate and also without a load of M&A.

Unlike a lot of the other start-ups in this space, we've also focused on building the business in the right way from the start. A business of our age typically wouldn't have gone through a triple ISO range of certifications, which we have. That gives our customers confidence.

We've not borrowed a penny from anybody during this journey and don't even have an overdraft. We've invested profits back into the business to enable the next set of growth. That's enabled by our focus on building long-term relationships, and we therefore have strong annuity contracts with our clients. At the moment 70% is annuity, which gives us a really good foundation for forward growth.

FIVE FANTASTIC TRENDS FROM FAST-GROWTH 50



WE'VE NOW MET the Fast-Growth 50. But what trends can be gleaned from observing this half-century of firms – and the wider 527 MSPs, MSSPs, resellers, consultancies and solutions providers from which they were drawn – as a collective?

FAST-GROWTH 50 FIRMS BUCK THE SLOWDOWN

2023 and 2024 represented something of a tech recession, with global IT spend growth slowing to 3.3% and 7.2% across the two years, according to **Gartner**.

That was mirrored in *IT Channel Oxygen's* recent Oxygen 250 2025 report, which charted the fortunes of the UK's largest tech partners with revenues ranging from £2.5bn down to £16m.

Their revenue growth slowed to 12.6% in their most recent years on record, down from 17.8%.

The 527 firms from which the Fast-Growth 50 were drawn represent the next layer below Oxygen 250 by size (being either too small to

feature in it, or at least to report full accounts with a revenue number).

So did headcount expansion slow among these smaller partners?

The answer is yes, although only negligibly. Combined average monthly headcount of these 527 tech partners rose 7.5% to 20,658 in their latest years on record (which were typically for the periods covering either the 12 months to 31 December 2023 or 31 March 2024).

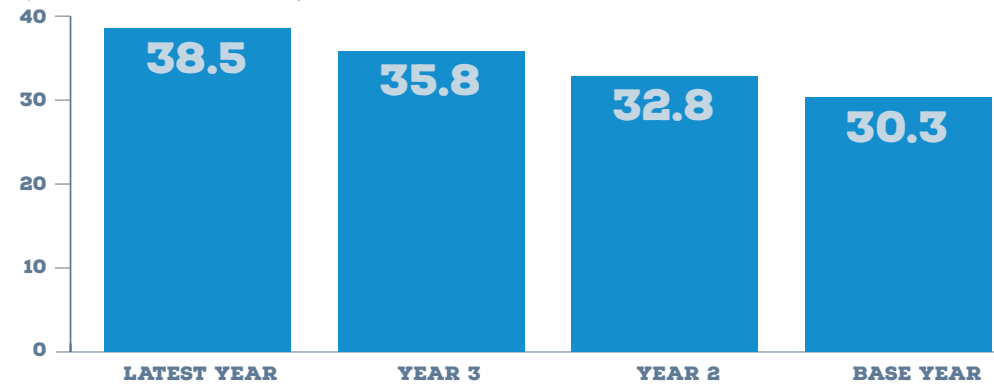
That's down from the 9.3% and 8.3% headcount rises they recorded in the two previous years.

To put it another way, they employed an average of 38.5 staff in their latest years, up from 35.8, 32.8 and 30.3 in the three previous years.

But if there was a market slowdown, no one told the 50 firms who made the cut for this report.

They employed a combined 2,887 staff in their latest years on record, up 36% on the 2,126 staff they employed a year previously and

GROWTH IN AVERAGE HEADCOUNT OVER 3 YEARS (ALL 527 FIRMS)



152% on the 1,144 they employed two years before that.

"Our target is to double [sales] each year, year on year. We think that's pretty ambitious in the current economic climate and also without a load of M&A," Jason Osmond, CEO of top-ranked **Forge Technologies** said (see p29).

...BUT AI COULD CURB FUTURE JOB CREATION

The rise of AI has been touted as an opportunity for MSPs to increase efficiencies and save time.

But what does that mean for hiring and headcount expansion rates among Fast-Growth 50 firms?

In at least some cases, MSPs and resellers who have spent recent years furiously adding headcount are now looking more towards AI, and less towards people, to fuel their future growth.

"I don't think we'll see such fast headcount growth [in 2025]," said Rob May, Executive Chairman of 38th-ranked **ramsac**, a Guildford-based IT consultancy that has organically grown employee numbers from 65 to 120 over the last four years.

"That shouldn't be necessary. The reality of what we're selling as an industry should mean we're able to do more with the same number of people."

Stephen Richardson, CEO of 31st-ranked **Digital Origin**, agreed, saying that the Northampton-based MSP's ambitious expansion plans will be underpinned mainly by greater use of AI, rather than continued headcount expansion.

"We've mapped out that five-year plan, and actually, our service desk doesn't get much bigger," he said.

"It will support three times the size of business with the same amount of people because of that AI piece that will come into it."

Sean Houghton, Co-founder of 42nd-ranked Fast-Growth 50 outfit **Aztech**, named AI-driven automation in IT support and security as his biggest growth bet for 2025, meanwhile.

AI CURSED AND BLESSED IN EQUAL MEASURE

When it comes to the tech and services they actually sell to customers, AI is something of a curate's egg for the 50 firms in this report.

Many picked out AI as their growth bet for the year ahead (see p14), while simultaneously rebuking it for being their biggest tech let down of the last 12 months (see p20).

Some felt their customers are trying to run before they can walk on AI.

Emma Henry, Co-founder of 14th-ranked **Inform Team**, dubbed it the 'AI illusion'.

"Organisations have invested heavily, expecting instant impact, but AI isn't just a switch you turn on," she said.

"Rushed AI adoption without standards like ISO 42001 has led to unreliable systems, security risks, and ethical concerns, undermining trust and sustainability," added Diptesh Patel, CEO of second-ranked outfit, **UBDS Group**.

Others were more frustrated by the rise of "AI-washing".

"We often see the term used in discussions, sales material, and demos, only to find that it is beyond artificial and not very intelligent," said Neil Taylor, MD of 19th-ranked **Opticore IT**.

But when it got down to brass tacks, most of those we asked saw AI as their biggest growth opportunity for the year ahead.

"Our biggest growth opportunity for 2025

is in the AI space, particularly with agents and Microsoft Copilot Studio,” said Stuart Goldwater, MD of 40th-ranked **Pragmatiq**.

David Kress, COO of 7th-ranked **Datatonic** agreed, adding that he felt that accelerating adoption of AI will mean “the era of the proof of concept is over”.

Customers are instead “moving use cases into production quickly”, which “will provide [them] with a significant advantage over their slower-moving competitors,” he said.

FAST-GROWTH 50 PERFORMS SERVICES SWITCH

Are we nearing the end of traditional resell?

That was the provocative title of a recent LinkedIn blog post by **Canalys** Chief Analyst Jay McBain, who noted that the proportion of global IT spend travelling through the channel dropped from 73.2% to 70.1% last year.

He noted that the rise of cloud and AI had reduced the opportunity for traditional resell. SaaS vendors and hyperscalers are rewarding their partners on “multipliers” around design, migration, implementation, integration and managed services, while hardware vendors are “pushing hard” on recurring revenue models, McBain explained.

This trend is reflected in the make-up of this year’s Fast-Growth 50.

Only a small handful would describe themselves as resellers or VARs. This includes **Highgate**, which has spent recent months building a partner-led services proposition (see p19).

Nine have a laser focus on providing consultancy or managed services around Microsoft technologies (including four Microsoft Dynamics specialists), while eight are cyber security specialists or MSSPs. Others, including ServiceNow partner **Flyform**,

Google specialist **Datatonic**, dedicated AWS partner **CloudBridge**, Oracle NetSuite ace **NoBlue2** and Cisco Webex ally **Original**, offer consultancy around a specific vendor.

Some, including 3rd-ranked **Croft** and 31st-ranked **Digital Origin**, are on a mission to consolidate mobile, comms and connectivity with IT, meanwhile.

The remainder are more generalist IT MSPs, consultancies and solutions providers, many of which now have a heavy emphasis on services and recurring revenues.

This includes this report’s top-ranked outfit **Forge Technologies**, which has grown from zero to 41 staff in four years with a services-first approach (some 70% of its revenues are annuity based).

ESG NOT INCOMPATIBLE WITH GROWTH

Although sustainable transformation is often dismissed as a cost, some of the firms in this report are proving that growth and good ethics can go hand in hand (see p10).

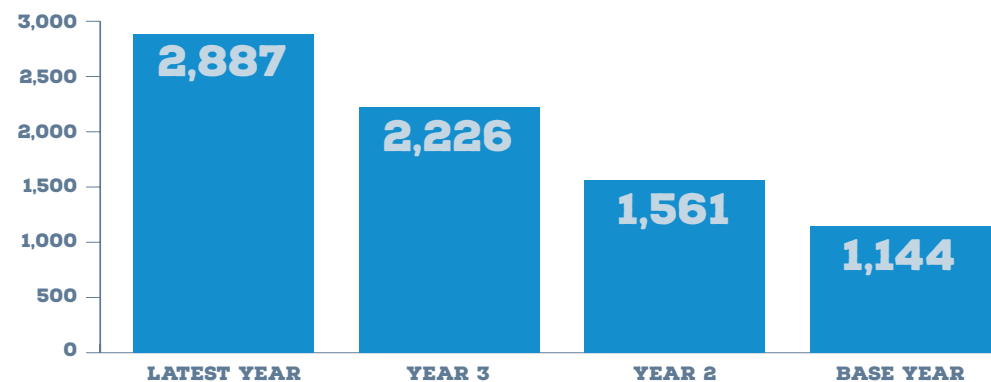
An unusually high proportion – three out of 50 (or 6%) – are certified B Corps who have demonstrated their commitment to balancing profit with purpose.

“It’s a good way to prove companies can do good as well as do well,” Diptesh Patel, the CEO of second-ranked **UBDS Group** said of its 14-month journey to become a B Corp, which it secured in October 2024.

One Fast-Growth 50 firm – **Cambridge Support** – recently became employee-owned while at least three (**Shaping Cloud**, **Inform Team** and **Chorus**) are female-led.

Despite some backsliding by US-based vendors, the Fast-Growth 50 is proving that the ESG and DEI agenda is alive and well in the UK channel.

COLLECTIVE HEADCOUNT OF FAST-GROWTH 50



OPERATIONAL MATURITY: THE KEY TO SUSTAINING RAPID GROWTH

By Samantha Denny, Product Marketing Manager, Giacom

The companies featured in this year’s Fast-Growth 50 report represent some of the UK’s most ambitious and fast-moving channel businesses. Whether they are MSPs, resellers, consultancies or solution providers, they’ve all achieved impressive growth and navigated the pressures of a rapidly changing market. Their achievements deserve recognition, but they also raise an important question: how do you sustain that momentum?

Growth is only part of the picture. As businesses expand, so does operational complexity. Managing more customers, more services and more vendor relationships puts pressure on systems and people. Without the right foundations in place, growth can quickly become hard to manage and even harder to sustain.

This is especially important as channel businesses continue to go broader and deeper with their portfolios. Many are positioning themselves as the single technology partner for SMBs, offering not just products, but ongoing support, optimisation and strategic guidance. And this trend is accelerating. Analysys Mason predicts that resellers will lose market share while Managed Service Providers (MSPs) and Systems Integrators (SIs) will gain ground over the next five years, as SMBs ramp up their digital transformation efforts. It’s a major opportunity, but one that also increases the strain on operations.

This is where operational maturity becomes the difference between short-term success and long-term performance.

WHY OPERATIONAL MATURITY MATTERS

Many fast-growing channel businesses experience the same early challenges: siloed data, disjointed processes, manual workarounds, billing headaches and inconsistent service delivery. These issues often emerge when businesses scale quickly without having time to optimise their internal systems. When the basics aren’t stable, layering in new products and services only adds more strain.

Operational maturity is a recognised framework for assessing how well a business can scale and perform consistently. It means putting the right tools, processes and

structure in place to manage growth without adding friction. It’s not just about efficiency. It’s about building a business that can scale with confidence, serve customers reliably and remain profitable as it grows.

THE ROLE OF AUTOMATION AND INTEGRATION

One of the most effective ways to improve operational maturity is through automation and system integration. Channel businesses that automate routine tasks and connect key systems can deliver services more quickly, accurately and cost-effectively. Just as importantly, they free up their teams to focus on higher-value, strategic work.

At Giacom, we’ve seen how this plays out through our Cloud Market Tools. Partners using the platform can automate billing to reduce errors and save time, provision services quickly and reliably, provide interfaces for customers to self-serve, and consolidate vendor relationships to reduce complexity and improve margins.

These capabilities are not just about speed. They provide the structure and visibility fast-growing businesses need to scale without disruption. That’s the essence of operational maturity.

FROM GROWTH TO VALUE

For many channel businesses, growth is only the first goal. As they mature, leadership teams begin to think more strategically. How can we improve margins? How can we increase our valuation? What would this business look like to an investor or acquirer?

It’s no surprise there is a strong correlation between a channel business’s operational maturity and its EBITDA performance, regardless of size. Businesses that can demonstrate scalable processes, efficient delivery and recurring revenue are more attractive, not just to customers, but to the wider market. Growth alone is good. Growth with structure is valuable.

SUPPORTING THE NEXT PHASE

Operational maturity isn’t a one-off project, it’s a way of thinking that enables channel businesses to scale with confidence and deliver consistent value over time. For the companies experiencing rapid growth, it offers a clear path from momentum to long-term value. By investing in the right systems, processes and structure now, they can make future growth more efficient, more sustainable and ultimately, more rewarding.



FAST-GROWTH 50

	HEADCOUNT				STAFF INCREASE (ABSOLUTE)	STAFF INCREASE (RELATIVE)	COMBINED SCORE
	YEAR 4	YEAR 3	YEAR 2	YEAR 1			
1 FORGE TECHNOLOGIES	41	12	4	1	40	4000%	1600.0
2 UBDS GROUP	92	55	26	6	86	1433%	1232.7
3 CROFT	193	80	47	39	154	395%	608.1
4 EVERYTHING TECH	101	92	82	20	81	405%	328.1
5 SIMODA	25	18	8	3	22	733%	161.3
6 BESTPATH	23	16	11	3	20	667%	133.3
7 DATATONIC	119	105	67	46	73	159%	115.8
8 SECURITYHQ	41	27	16	9	32	356%	113.8
9 NOBLUE2	119	63	52	48	71	148%	105.0
10 BSL-IT	42	26	18	10	32	320%	102.4
11 SCI-NET	54	45	29	15	39	260%	101.4
12 SEP2	65	45	31	20	45	225%	101.3
13 STRIPE OLT	66	49	33	21	45	214%	96.4
14 INFORM TEAM	54	43	28	16	38	238%	90.3
15 CYSIAM	35	25	17	9	26	289%	75.1
16 PURECYBER	32	16	12	8	24	300%	72.0
17 CLOUD BRIDGE	39	25	19	11	28	255%	71.3
18 HEXEGIC	44	33	22	14	30	214%	64.3
19 OPTICORE IT	136	110	90	70	66	94%	62.2
20 JUNGLE IT	58	41	24	22	36	164%	58.9
21 DYNAVICS	29	17	12	8	21	263%	55.1
22 HIGHGATE	28	17	13	8	20	250%	50.0
23 TECHSOL	15	6	4	3	12	400%	48.0
24 ORIGINAL	15	10	5	3	12	400%	48.0
25 CODEC	54	35	28	22	32	145%	46.5
26 CYBAVERSE	20	12	8	5	15	300%	45.0
27 SNOWDEN CONSULTING	22	12	9	6	16	267%	42.7
28 VIZST TECHNOLOGY	46	39	21	19	27	142%	38.4
29 INFRASTAR	25	14	12	8	17	213%	36.1
30 FLYFORM	72	67	48	36	36	100%	36.0
31 DIGITAL ORIGIN	27	17	11	9	18	200%	36.0
32 INSTANT ON IT	59	49	35	28	31	111%	34.3
33 CHORUS IT	91	80	58	50	41	82%	33.6
34 TECHLABS LONDON	22	16	11	7	15	214%	32.1
35 AUXILION	125	102	85	77	48	62%	29.9
36 COEO	80	67	47	44	36	82%	29.5
37 INFINITY GROUP	99	80	59	58	41	71%	29.0
38 RAMSAC	108	97	81	65	43	66%	28.4
39 ALTERNIT ONE	47	40	28	22	25	114%	28.4
40 PRAGMATIQ SOLUTIONS	23	19	11	8	15	188%	28.1
41 CENTRAL TECHNOLOGY	87	73	57	50	37	74%	27.4
42 AZTECH IT SOLUTIONS	56	48	44	29	27	93%	25.1
43 ITVET	97	75	70	59	38	64%	24.5
44 TECH SOURCE	18	12	11	6	12	200%	24.0
45 COMPUTEAM	79	64	54	46	33	72%	23.7
46 FIFOSYS	38	33	28	18	20	111%	22.2
47 WESSEX IT	28	20	16	12	16	133%	21.3
48 DIGITALKRAID	45	36	25	23	22	96%	21.0
49 CAMBRIDGE SUPPORT	19	16	12	7	12	171%	20.6
50 SHAPING CLOUD	34	27	22	17	17	100%	17.0

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