**The Journey**

It’s been a great journey – lots of fun, fact-finding, learning and problem-solving.  Along the way, we gained a real appetite for helping businesses, which assisted us in becoming a leading IT and Business Solutions company.  In 2016, we aptly rebranded as Appetite for Business and our new name helped to reflect our positioning in the market.  Our award-winning status has been built on the successful delivery of projects in Aberdeen, Scotland and across the globe.

**Personal Service**

Personal service to us means being flexible in our processes, making sure all areas of our team are accessible to you and truly understand what your business, digital objectives and processes are. Technology isn’t about technology. It’s about People and at Appetite we ensure no one is left behind and everyone is able to enjoy the benefits new ways of working brings.

We work with a variety of organizations of all sizes from innovative startups, SME’s large companies, Oil and Gas & Pharmaceutical multi-nationals. Building long lasting partnerships is key. Helping clients work more efficiently, have a more manageable cost base and grow as a business is what matters to us.  We put our customers at the heart of everything we do. They are our number 1 priority

[Read our customer case studies here](https://brightsolid.com/case-studies/).

Building Better Solutions

With a passion for helping businesses, we thrive on saving our clients thousands of pounds each year, by designing, building and deploying SharePoint systems which automate processes, reduce costs and simply improve their work environment. We cover SharePoint, Office 365/MS Office providing consultancy, development, training, support and a managed service. With a UK gold accreditation, our team are fabulous at designing and supporting learning and development solutions.

Identifying and finding solutions that remove the worry new technology can bring, our products are designed for ease of use and longevity of value and these are what kick-starts our day. Accomplishment for us is when we've genuinely made a transformation for the better in the way our clients run their businesses.

Our expertise and know-how help our clients save time, reduce waste, improve efficiency and productivity in the workplace.

**Partner Up**

Here at Appetite, we have a broad skill-set and some very talented friends we collaborate with. Having these relationships, business processes and shared knowledge works to the advantage of our customers by bringing new innovative technologies into our toolbox and allowing us to focus on delivering the very best customer service.

We work to strategically develop our market offerings by working with organisations who share our vision, values and company ethos.

Get in Touch

Our People

Appetite for Business is now led by its founder, Sheryl Newman – a highly experienced IT professional. As a self-confessed ‘girl geek’, Sheryl has been helping companies to create technology adoption strategies since 1997.

Alongside Sheryl is an insanely talented team of individuals valued for their skills, capabilities and experience.  Different people with four common threads:  technology, innovation, creativity and great customer service.  As a team, we take tremendous pride in the recognition we’ve received for connecting with people and really integrating into their businesses.

Our service and products are reflected in our ethos: honest, hardworking and reliable.