

CASE STUDY

Space Station

INDUSTRY

Self-Storage

STORES

19

TEAM SIZE

77 (rising to 80)

FOUNDED

1983

Context

Space Station is a UK-based self-storage operator, based in Winnersh, Berkshire. Founded in 1983, the business has grown rapidly from eight stores in 2015 to 19 locations today - spanning London, the South-East, Birmingham, Yorkshire, and Shropshire.

The business was a very early adopter of Space Manager: automated workspace software for booking, space allocation and billing. As the business grew, Space Manager was adapted and customised to fulfil the business's changing requirements. The result was a complex, bespoke set-up that was difficult to adapt when the business spotted an opportunity, for example, offering online reservations to improve the customer experience.

Challenge

Space Station's existing website allowed prospective customers to generate a storage quote online but there was no mechanism to convert the quote into an actual booking.

Bridging this gap required a custom-built integration layer between the website and Space Manager. With a large and growing store estate, scaling rapidly under new ownership from 2020, the pressure to get this digital infrastructure right was significant. The absence of a robust CRM for enquiry and lead management added to the challenge.

Approach

Pentangle was recommended to Space Station by Space Manager platform provider, Radical Systems, as the perfect team to tackle the challenge of end-to-end integration.

Rather than treating the brief as a narrow technical task, Alun and his team took time to immerse themselves in Space Station's highly customised version of Space Manager, building a deep understanding of the system's configuration before writing any code.

The team designed and built a bespoke connection layer (a 'basement' integration) between the Space Station website and Space Manager, enabling enquiries submitted online to flow directly into the CRM, and reservations to be created and confirmed automatically — complete with payment processing.

Custom values and fields were created to ensure all the data the Space Station team needed, was captured.

When Space Station later migrated their marketing website from WordPress to Laravel, Pentangle led the rebuild, improving page load speed, site health, and technical SEO performance.

The team also introduced automation via webhooks to synchronise communications data back into Space Manager and supported the rollout of a new dynamic pricing system — each time adapting their approach to fit within the constraints and logic of Space Station's existing infrastructure.

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Alun makes sure that any recommendations we receive from our digital agency for our website (our window to the world), are implemented in a structurally sound way. He and the team provide a robust technical interface with our digital branding team.

VLATKA LAKE, HEAD OF
MARKETING, SPACE STATION



pentangle ★

Space Station



Alun and Tom are really good at seeing the bigger picture – horizon scanning for any issues.

VLATKA LAKE, HEAD OF MARKETING, SPACE STATION



Outcome

The integration delivered by Pentangle gave Space Station a seamless, end-to-end digital customer journey — from initial quote through to confirmed reservation and payment — without friction or manual intervention.

Online reservation uptake has grown consistently year on year, improving steadily, in part due to the seamless and reliable user experience.

The Laravel rebuild further strengthened the technical foundations of the marketing site, improving loading speed and site health in ways that directly support ongoing SEO performance.

When a critical connectivity issue threatened to disrupt operations, Pentangle responded immediately and monitored the system over a weekend — averting what could have been three to four days of lost bookings.

As Space Station continues to expand — opening its 19th store imminently and with more in the pipeline — Pentangle remain a trusted delivery partner, with the next phase of work

focused on integrating the website with HubSpot Enterprise CRM.

Benefits to the business

Beyond the core deliverables, Pentangle have added significant strategic value to Space Station's digital operation in several ways. First, their deep knowledge of Space Manager means they can act as a technical bridge between Space Station's digital agency and its operating system — translating recommendations into structurally sound implementations that won't compromise site performance or data integrity.

This unique position saves time, reduces risk, and prevents expensive mistakes. Second, Pentangle's proactive, big-picture thinking means they regularly identify opportunities or flag risks that the client hadn't yet considered — a quality described as seeing 'a couple of steps ahead.' Third, their calm, low-drama working style has been particularly valuable during Space Station's rapid growth phase — at one point opening four stores in a single

year — absorbing the configuration and setup workload without disruption. Finally, the team's responsiveness, including out-of-hours monitoring during a critical system issue, has provided genuine business continuity assurance — protecting Space Station from the very real financial impact of extended downtime.

What clients think

As Vlatka Lake, Head of Marketing says:

"Alun and the team are very solution-driven — they can recommend things before I even know I need them. What I really value is that Alun sees the bigger picture rather than just focusing on the brief. He thinks a couple of steps ahead to make sure we don't encounter problems further down the line. They are calm, efficient, and they just get on with it. No dramas."